SEPTEMBER 1, 1958 THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Bad apple among tv quizzes poses a threat to the barrel Page 42

Official track record on 1957 tv: Gross up, net down Page 50

Finger in the dike: Industry wins delay in Canon 35 fight Page 64

the Star stations

KMYR
DENVER
TIED FOR FIRST PLACE
ALL DAY — JULY PULSE
★ ★ ★ ★
17 County Area Pulse - July
- Morning - 3 Points out of 1st
- AFTERNOON - 1st PLACE
- Evening - 2nd Place

See Adam Young or chat with
General Manager Chic Crabtree

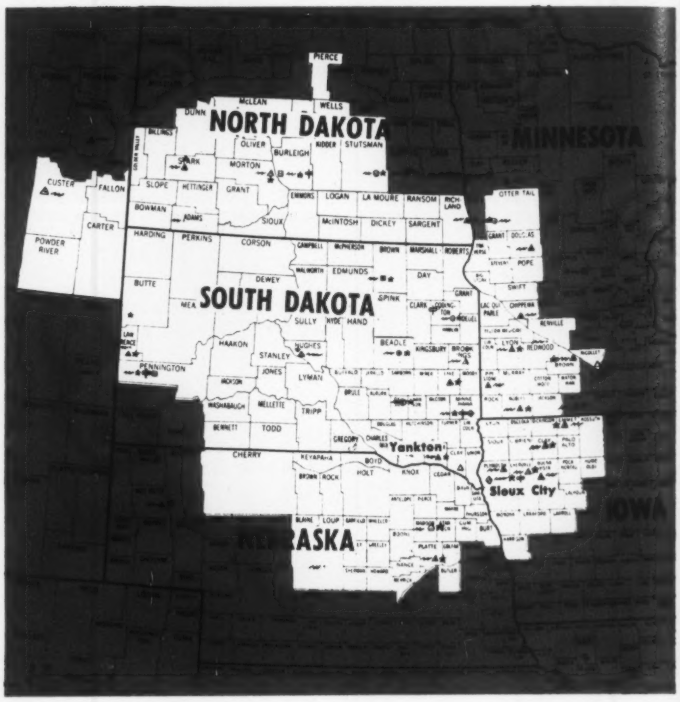
Your
"MUST
BUY"
Stations

KOIL
OMAHA
SOLID NO. 1
Morning - Afternoon - Evening
★ ★ ★ ★
- Pulse - (June - Mon thru Sat)
6 AM to Midnight 1st Place - 30.5 share
★ ★ ★ ★
- Hooper-(June-July) 43.5 share
Dominant First ALL DAY

See Avery-Knodel or Station
Manager James H. Schoonover

IF RESULTS ARE A MUST, SO ARE . . .
the Star stations
DON W. BURDEN — *President*

★ KOIL — Omaha
NATIONAL REPRESENTATIVE
AVERY-KNODEL
★ KMYR — Denver
REPRESENTED NATIONALLY BY
ADAM YOUNG, INC.



THIS IS AMERICA'S 41 ST RADIO MARKET

Big Aggie, queen of WNAX-570's coverage area—rules over the two cities leading the nation in per capita sales

Sioux City, Iowa, and Sioux Falls, South Dakota, were recently listed by Sales Management as the #1 and #2 bright spots in the nation's economy. Retail sales in both cities are well above the national average.

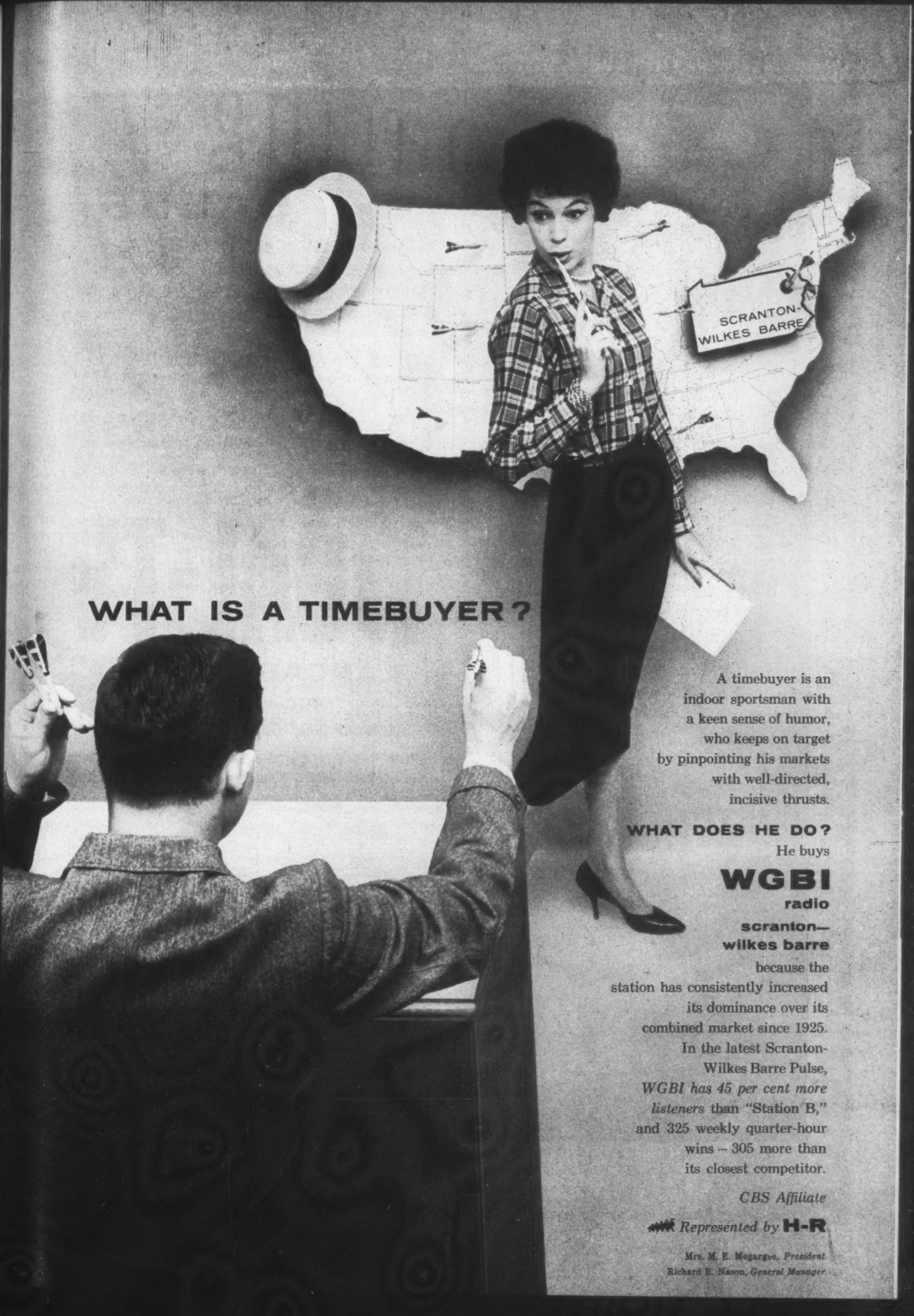
This is just part of Big Aggie Land. WNAX-570 takes your product story to 5 states—175 counties located in some of the nation's richest farming country. There are 2,217,600 people in Big Aggie Land and they have over $3 billion dollars in spendable income. It's a rich market—a buying market—a market where WNAX-570 delivers 66.4% share of audience.

To sell your product in Big Aggie Land—sell on the station that most people listen to—WNAX-570. Your Katz man has all the details.

WNAX-570 CBS RADIO

PEOPLES BROADCASTING CORPORATION

YANKTON, SOUTH DAKOTA
SIOUX CITY, IOWA



WHAT IS A TIMEBUYER?

A timebuyer is an indoor sportsman with a keen sense of humor, who keeps on target by pinpointing his markets with well-directed, incisive thrusts.

WHAT DOES HE DO?
He buys

WGBI

radio

scranton—
wilkes barre

because the station has consistently increased its dominance over its combined market since 1925. In the latest Scranton-Wilkes Barre Pulse, *WGBI has 45 per cent more listeners* than "Station B," and 325 weekly quarter-hour wins – 305 more than its closest competitor.

CBS Affiliate

Represented by **H-R**

Mrs. M. E. Megargee, *President*
Richard E. Nason, *General Manager*

soaring

SALES

Results tell the tale. WGAL-TV produces more business for every advertising dollar you spend, yet actually costs you less. This pioneer station is first with viewers in Lancaster, Harrisburg, York, as well as in numerous other cities: Gettysburg, Hanover, Lebanon, Chambersburg, Carlisle, Lewistown, etc. And, WGAL-TV's multi-city coverage costs you less by far than single-city coverage. Put an up-swing in your selling. Put your advertising on **CHANNEL 8!**

- 1,040,465 households
- 942,661 TV households
- 3,691,785 people
- \$3¾ billion annual retail sales
- \$6⅔ billion annual income

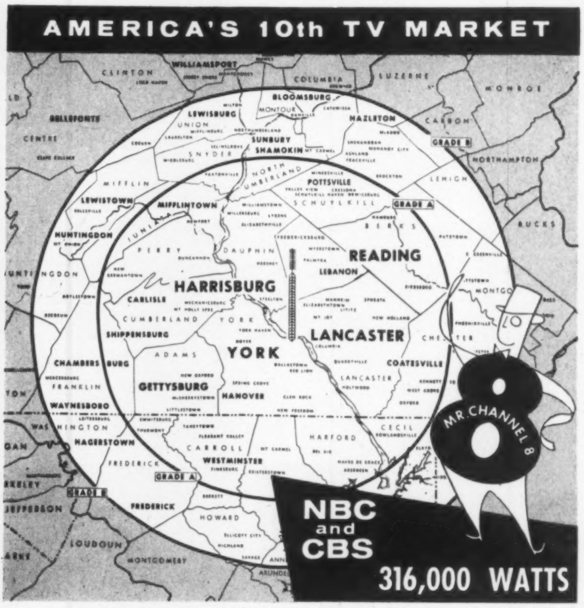
WGAL-TV

LANCASTER, PA.

NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.

AMERICA'S 10th TV MARKET


WILLIAMSPORT
CLINTON
COLUMBIA
LUZERNE
MONROE
BLOOMSBURG
LEWISBURG
UNION
SUNBURY
SHAMOKIN
HAZLETON
CARBON
GRADE B
BELLEFONTE
CENTRE
SNYDER
NORTHAMPTON
NORTHUMBERLAND
POTTSVILLE
SCHUYLKILL
LEHIGH
MIFFLIN
LEWISTOWN
MIFFLINTOWN
GRADE A
BERKS
BUCKS
HUNTINGDON
JUNIATA
PERRY
DAUPHIN
READING
LEBANON
HARRISBURG
CARLISLE
CUMBERLAND
SHIPPENSBURG
YORK
LANCASTER
CHESTER
CHAMBERSBURG
ADAMS
FRANKLIN
GETTYSBURG
HANOVER
COATESVILLE
WAYNESBORO
HAGERSTOWN
WASHINGTON
CARROLL
WESTMINSTER
HARFORD
CECIL
FREDERICK
JEFFERSON
HOWARD
LOUDOUN
MONTGOMERY
MR. CHANNEL 8
8

NBC and CBS

316,000 WATTS

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

closed circuit.

BIGGEST QUESTION • Hottest attraction network and agency-advertiser circles have had in months will be ratings to show what effect, if any, *Dotto* scandal has had on quiz show audiences. Both Trendex and ARB's Arbitron expect to have post-*Dotto* figures this week that'll furnish some clue to "after" phase of "before-and-after" comparisons.

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Whatever outcome of investigation into charges Dotto *and other quiz shows have been rigged, high FCC officials feel it may be disguised blessing. They say furore over quizzes points up need for rigid control over programming by networks lest broadcasting standards degenerate to those of carnival.*

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MUSIC SCORE • Though antitrust actions in music copyright field have long been topics of Washington discussion, there's not likely to be any Dept. of Justice suit until two Congressional committees (Pastore in Senate, Roosevelt in House) issue formal reports on hearings held last spring. Department lawyers said to have completed study of Roosevelt testimony and are currently examining Pastore evidence and exhibits. Among angles studied are internal operations of ASCAP and network-station ownership of BMI stock.

•

How effective is barter? Evidence is out that International Latex (which entered what is considered biggest barter agreement with Matty Fox's C & C Super—now Television Industries Inc.—for RKO feature product) now in addition is buying *spot tv time on stations in selected markets to gain fixed positions in specific adjacencies. Not only is Latex doing it for its Playtex products, but divisional Isodine Pharmacal Corp., which was using barter time, now has combined this with "non-barter." IL's agency: Reach, McClinton.*

•

STORER GAMBIT • With decision of Storer Broadcasting Co. to close down ch. 12 WVUE (TV) Wilmington-Philadelphia Sept. 13 (see page 10), unique legal question on multiple ownership may arise. Storer this week will file application with FCC for acquisition of ch. 6 WITI-TV Milwaukee for $4.5 million-plus [AT DEADLINE, Aug. 11] which would give it its sixth v but only its fifth operating station since WVUE would be dark. WVUE holds no license—simply construction permit.

•

Meanwhile Storer is still seeking responsible purchaser for WVUE and would sell at $2 million, possibly even taking $1.8 million if all cash. If no acceptable buyer is found, then it is presumed that Storer will seek ruling whether it can retain ch. 12 as non-operating entity under multiple ownership rules or whether it must turn in station to comply with maximum of five vhf's to an entity under rules.

•

BAKER'S SHOES • With resignation this week of Warren E. Baker as FCC general counsel to enter private practice in Washington (exclusive, page 56), FCC this week will consider appointment of his successor. Promotion from within is likely, with John J. FitzGerald, 49, chief, Office of Opinions & Review, and Edgar W. Holtz, 36, associate general counsel, front runners. Mr. FitzGerald, native of Seattle, has had quarter century of government experience and joined FCC in 1954. Mr. Holtz was born in Clarksburg, W. Va., and was assistant city solicitor of Cincinnati when he joined FCC in 1955.

•

During past fortnight, FCC Chairman John C. Doerfer has been undergoing briefing on international communications preparatory to his departure Sept. 12 for telephone and telegraph conference of International Telecommunications Union in Geneva. Mr. Doerfer will be chairman of U. S. delegation and plans to return, with Mrs. Doerfer, about Nov. 10. Should conference run longer than planned, he will return by about end of November.

•

SPECTRUM STUDY • If Congressman Oren Harris (chairman of House Commerce Committee) has his way, action will be taken at next session of Congress on spectrum allocation study. Potter Resolution (SJ Res. 106), which had passed Senate but was blocked in House after drastic amendment at last session, called for high-level five-man commission to undertake allocation study.

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"The idea of having a Joint Congressional Committee undertake this study should be explored during the next Congress," Chairman Harris stated. "I am convinced that a study of this kind will have to be made, whether by a Congressional committee, a Presidential commission or by some other body."

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NOW IT CAN BE TOLD • In midst of Goldfine-Adams investigation by House Oversight Committee, its chairman Oren Harris (D-Ark.) thought he had FCC Comr. Robert E. Lee nailed on hotel expenses paid by Boston industrialist. On double-check, beneficiary turned out to be Mr. Goldfine's Negro chauffeur, Robert E. Lee.

•

Apparently nothing's set or sure yet, but Mutual Board Chairman-President Armand Hammer is described by reliable sources as negotiating to bring new money into network's ownership, reportedly for expansion purposes.

INSTANT RATINGS • Signing of first client for Arbitron—American Research Bureau's instant-ratings service [LEAD STORY, Aug. 25]—was reported Friday. It's CBS-owned WCBS-TV New York. Station signed for Arbitron New York local service, which is scheduled to go commercial today (Sept. 1). Negotiations reported in progress with other New York stations. Agency subscribers to ARB service will get Arbitron daily reports as substitute for diary reports at no extra charge at present.

•

There is more than usual new-program interest being shown along Madison Ave. in new weekly half-hour "live" detective drama, 87th Precinct, *being offered by ABC-TV. Program and film executives in all quarters are eyeing progress of unique series which will be pioneer videotape venture. Series is scheduled Sunday 9-9:30 p.m. Regular mobile truck tv cameras will pick up drama action at on-location scenes in New York's 87th precinct, beam story sequences back to ABC-TV central control where videotaping will be done. David Susskind's Talent Assoc. is packager.*

•

REPORT FROM EUROPE • Mitchell Wolfson, president of Miami's WTVJ (TV) and of chain of theatres in southeast, reports from Europe: "So far am convinced motion picture exhibitors of Europe have no big problems. Tv programs are very poor in my opinion." Mr. Wolfson is former president of Theatre Owners of America and active in its high councils.

•

Rep. John Bell Williams (D-Miss.), second in rank only to chairman on Commerce Committee and Legislative Oversight Subcommittee, is casting longing eyes toward Mississippi governorship. Friends are urging him to enter already overcrowded (four major aspirants) race, to be decided in fall of 1959. Indications are that it will not take much persuasion for Rep. Williams to make bid.

•

BLUE BONNET LOOKING • Standard Brands (Blue Bonnet margarine), N. Y., understood to be preparing 10-week spot radio campaign to break later this month in more than 100 markets, using up to 30 spots per week in certain markets. Agency: Ted Bates & Co., N. Y.

•

Thomas Leeming & Co. (Ben-Gay), N. Y., scheduled to start extensive spot radio effort shortly, using more than 100 markets throughout country for 26 weeks. Average of 20-25 spots weekly planned in each market. Wm. Esty Co., N. Y., is agency.

hardly a prospect for a new car....

Oh, don't get us wrong ... Susie would dearly love to see a new 1959 model in the driveway — but it's Mom and Dad who control the purse-strings. And lets face it: Mom's average hectic day is being spent more and more with the *soothing music* of the standards and better pops ... the kind of music she can always find on WFAA RADIO! And Dad? Well, he's still a newshound and sports fan — preferring *network radio* to keep him posted accurately and quickly. Here, too, more men turn to WFAA RADIO than any other!

Moral: It pays to *pinpoint* your advertising!

the stations with "variety programming"

WFAA
820 · 570
50 000 WATTS 5000 WATTS
DALLAS
NBC • ABC

Radio service of The Dallas Morning News
Edward Petry & Co., National Representatives

THE WEEK IN BRIEF

Who Gets What Share of Market?—McCann-Erickson urges national advertisers to adopt modern marketing concepts now; appraises advertising volume and costs and, in process, tracks path of nighttime television's cost-per-thousand circulation. Agency finds evening tv to be only major medium to have C-P-M decline. Page **27.**

Money in The Bank—TvB case histories point up success that financial institutions have enjoyed—and continue to enjoy—by using television as important advertising medium. Page **28.**

Hazel Bishop's Barter Bonanza—Hazel Bishop is set to extend its spot tv barter effort to more than 200 stations by Sept. 15 and transaction is expected to overshadow five-year $20 million barter spree of International Latex Corp. Page **30.**

Two-Sense Candy—Good & Plenty's tv spot campaign for its licorice candy is holding out more than one lure in its bid to little consumer. Film spots show that this confection not only tastes good but sounds good too. Page **31.**

ANA Approves Network Proof Methods—Special study finds all three tv networks use systems giving reasonable assurance to sponsors that their network programs and commercials are carried as ordered. Page **32.**

BAR Extends Coverage—Broadcast Advertisers Reports adds tv monitoring service to 100 cities beyond its present 25 and offers data on multiple spotting, product conflicts and other commercial information. Page **32.**

Weigh It Up—How to evaluate advertising in today's economy will be preoccupation of Advertising Research Foundation at its fourth annual conference Oct. 2 at the Waldorf Astoria, New York. Top drawer speakers from advertisers, agencies and research firms have been lined up. Page **36.**

Threat to the Tv Quiz?—$100 million gross in time and programming could be at stake if fire started by *Dotto* incident continues to burn. District Attorney sees no extension of probe at present but continues to interrogate disgruntled contestants. Colgate and CBS-TV say they conducted their own probe; NBC and producers defend *Twenty-One*. Page **42.**

Daytime Bright, Says NBC-TV—Network reports $64 million in gross advertising revenues represented in daytime sales already set for fall, highest NBC has ever had. Day periods about 70% sold out as against 60% last year, officials estimate. Other networks also bullish. CBS-TV says its daytime is 78% sold; ABC-TV notes new "Operation Daybreak" is 95% sold and set for expansion. Page **46.**

New Slant On Special Events—NBC board chairman Robert Sarnoff asks three tv networks to consider rotational coverage of political conventions, Presidential speeches and United Nation sessions as means of eliminating duplication and permitting viewer choice. Page **46.**

Tv Profit Curve—Tv reaches new high in total revenues—$943.2 million in 1957—which is 5.2% over 1956; but profits slump for first time due to rising cost of operations. Page **50.**

New Round—Miami ch. 10 rehearing starts next Monday in Washington; first witness is A. Frank Katzentine. Page **52.**

Baker Bowing Out—Warren E. Baker to resign as FCC general counsel; entering law practice as Washington partner of New York law firm. Page **56.**

Washington Scoreboard—Pay tv condemned in 28 Bills—of a total 155 broadcast measures introduced in late 85th Congress, while 23 solons show interest in ethics and *ex parte* contacts legislation. Complete legislative record in GOVERNMENT. Page **58.**

'Third Man' 39 Times—Days of pilot film are numbered, says Mort Abrahams, NTA executive producer in announcing 39 segments of *Third Man* series set for production. BBC is sharing costs of series being shot here and in Europe. Page **62.**

Canon 35 Steamroller Stopped—ABA House of Delegates postpones decision on continuing microphone-camera courtroom ban. Broadcasters to be given chance to demonstrate coverage techniques. Page **64.** CBS, NBC tapped for 1958 ABA Gavel Awards. Page **66.** Desi Arnaz leads panel session of film tax problem. Page **66.**

Major Musical Accord—For first time major studios agree to use live musicians for any tv series produced. Concession is gained by new Musicians Guild of America. Page **76.**

Coffee Bureau Brews—Pan American Coffee Bureau wants to boost its advertising budget to get people to drink their coffee stronger and put a halt to "stretching" the number of cups per pound. Page **38.**

Labor Boycott Cleared—Examiner of National Labor Relations Board finds that IBEW activities involving advertisers of WKRG-AM-TV Mobile, Ala., did not violate federal law. Page **76.**

MR. ROBERTS

Wit and Wisdom—Pie-in-face aural gag spot doesn't necessarily lead to pie in sky for advertiser, says Jack Roberts, creative director of Carson Roberts Inc. agency. He tells how to handle commercial radio humor in MONDAY MEMO. Page **93.**

DEPARTMENTS

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A TERRIFIC RATING BOOST IN PITTSBURGH

KQV

PITTSBURGH

KQV is climbing steadily toward the top of the rating ladder. **Pulse** shows KQV a solid third in the morning and a strong second in the afternoon—just one percentage point away from second and first.

Latest **Hooper** agrees, too.

Radio has changed in Pittsburgh, paced by the exciting, dramatic new program format of KQV, now delivering more homes per dollar than any other station in the area.

Check general manager Ralph Beaudin or your Adam Young representative for availabilities . . . ratings . . . the full story of the new sound in Pittsburgh!

ADAM YOUNG INC.

NEW YORK • CHICAGO • ST. LOUIS • ATLANTA • LOS ANGELES • SAN FRANCISCO • DETROIT

at deadline

PRODUCERS OFFER DOCUMENTS REFUTING CHARGES THAT 'TWENTY-ONE' WAS RIGGED

While afternoon newspapers flaunted headlined "exclusive" stories quoting ex-quiz champ Herbert Stempel on how he claimed to have been furnished answers on *Twenty-One* on NBC-TV, producers of that show Friday released copies of handwritten statement, dated March 7, 1957, and bearing Stempel signature, denying any such charges (early stories page 42).

March 1957 statement said: "I do hereby state and declare to whomsoever may be now or in the future concerned that Dan Enright, producer of Barry & Enright Productions, has never in any way shape nor form give, imparted or suggested to me any questions, or answers connected with the program '21.' Any questions or answers which I gave on the program were entirely my own and no aid nor assistance was rendered to me by Mr. Enright nor any of his staff. As a token of this statement and affirming it to be entirely true, I place my signature freely and without any mental or physical duress on the paper below."

Barry & Enright, producer of *Twenty-One,* said this statement was among documentary evidence which it presented to district attorney which "refutes the charges leveled against the *Twenty-One* program by Mr. Stempel." B&E said it was written by Herbert Stempel "voluntarily as an aftermath of reports that he had been making charges damaging to the integrity of Dan Enright and the *Twenty-One* program." NBC said Thursday night that charges against *Twenty-One* "were made by Mr. Stempel, over a year ago," had been investigated by NBC at that time and found to be "utterly baseless and untrue."

Mr. Enright meanwhile issued following statement Friday after meeting with executive assistant district attorney, David Worgan, and assistant district attorney, Joseph Stone: "At our request, we have had a meeting with Mr. Worgan and Mr. Stone to whom we presented certain evidence concerning the statements about *Twenty-One* made by Herbert Stempel, a former contestant on the program, and subsequently printed in several newspapers. The other evidence is still being studied by the district attorney's office.

"Mr. Worgan and Mr. Stone have been completely cooperative in this matter and have assured us that they will make every effort to organize and digest the material we have given them, at which time they will issue a statement. At that time, with their permission, we will release to the press further portions of this material which we consider to be of public interest. I am confident that when the full story is released, the victims of this unfortunate situation will be completely exonerated, and the American public will know, after seeing all the facts, where to place the blame for this mess."

Proof has been given D. A. "there is absolutely nothing wrong" with *Twenty-One*, Lawrence McKay, NBC counsel, said late Friday. He said Mr. Enright was meeting at time with D. A., submitting evidence rebutting charges. He called documents "certain proof" and added, "Undoubtedly the district attorney will have something to say after they investigate it." He is member of law firm of Cahill, Gordon, Reindel & Ohl, NBC's attorneys.

WMGM Named in Quiz Suit

Mr. and Mrs. Donald Reid, Brooklyn, late Friday affirmed they have pending in New York Supreme Court suit to examine records of WMGM New York contest *Name It and Claim It* in which $1,300-prize winner is "a woman in Jersey." Mr. Reid said he and wife submitted correct answer on 15th Vice President of U. S. but that WMGM said it never received answer card. In 1957, Mr. Reid said, he accepted "$600 compromise" in similar contest dispute with WMGM. Station officials were not available for comment.

Thomas to Address NAB Session

William H. Thomas, radio-tv director of Fitzgerald Adv. Agency, New Orleans, will address a luncheon meeting at opening NAB Fall Conference to be held Sept. 18-19 at Buena Vista Hotel, Biloxi, Miss. Series of conferences will wind up Oct. 27-28 in Washington, D. C.

SPACE CHANNELS

Andrew J. Haley, Washington radio attorney and space-law expert, has called for radio command channels so larger and larger space vehicles may be guided to safe landings on earth or destroyed. Mr. Haley made plea at space-law conference at International Astronautical Society Convention in Holland. Mr. Haley is president of IAS. "As the vehicles grow larger and larger, he said, "the metal scattered in the death plunge [when they disintegrate on reentering the earth's atmosphere] will become more and more dangerous." Earlier in week Mr. Haley and Charles S. Rhyne, Washington attorney and president of American Bar Assn., were among five recipients of Grotius medal for merit in international law, presented in Munich, Germany.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 27.

BISCUIT IN SOUTHWEST • National Biscuit Co., N. Y., said to be ready with spot radio campaign to break shortly throughout Texas and in other southwestern and western markets. Agency: McCann-Erickson, N. Y.

GOLD MEDAL SEEKS • General Mills (Gold Medal flour) Minneapolis, reported to be seeking availabilities for spot radio effort to begin throughout country shortly. Agency: Dancer-Fitzgerald-Sample, N. Y.

MARLBORO IN ENGLAND • Philip Morris Inc., for Marlboro cigarettes, starts immediately 11-week saturation tv spot campaign in England on both ITV (weekdays) and ATV (weekend) through Coleman, Prentiss & Varley, London. Thirty-second spots in prime time are being used.

Unger Resigns in Policy Dispute

Alvin E. Unger, vice president in charge of Ziv Television Programs' Chicago office for past three years and 19-year veteran with Ziv organization, announced resignation Friday, effective immediately. He attributed action to disagreement over Ziv's recently announced table of organization and said parting was "on a reasonable basis."

Mr. Unger joined Frederick W. Ziv Co. in 1939 from A. J. Lehman, sales franchiser for soft drink manufacturers. He was named to Chicago vice president in 1955. Ziv Tv Programs announced major sales expansion last July, setting up three new sales units, promoting four key executives and adding nine salesmen [FILM, July 21].

WCBS Airs First Editorial

First editorial in its 30-year history was to be broadcast Friday night (Aug. 29) by CBS-owned WCBS New York. Half-hour program centered around controversy aroused by decision of Corrections Commissioner Anna Kross to eliminate facility for voluntary committed drug addicts at city prison on Riker's Island. After presenting various shades of opinion on what to do for and about drug addicts—including statements by corrections commissioner and one of her outspoken critics, plus interview with anonymous drug addict—editorial sided with corrections commissioner, called her action "courageous public service . . . in focusing attention on a problem that has too long been swept under the political rug."

at deadline

Storer Asks Permit to Close WVUE (TV) But Still Seeks Buyer

Storer Broadcasting Co. Friday announced it was asking FCC for permission to close down ch. 12 WVUE (TV) Wilmington, Del., on Sept. 13, but retain permit. Company said it was still seeking purchaser for independent Wilmington-Philadelphia outlet, and that "active" negotiations are underway with two or three prospective buyers.

In order to consummate $4.4 million purchase of ch. 6 WITI-TV Milwaukee [AT DEADLINE, Aug. 11], Storer must sell one of its currently owned five vhf stations in order to remain within FCC limit of five vhfs to single owner. In addition to Wilmington, Storer owns vhf stations in Detroit, Toledo, Cleveland and Atlanta.

Milwaukee purchase application, seeking FCC approval, is due to be filed this week, it was learned.

Lee B. Wailes, Storer executive vice president, said considerable interest has been evidenced in purchase of WVUE but no acceptable offers have been received thus far.

Storer bought Wilmington ch. 12 facility in 1957. It paid $5.6 million for tv station and WIBG-AM-FM Philadelphia. Storer contemplates retaining Philadelphia radio outlets.

McGannon Appoints Mikita To New WBC Controller Post

Joseph K. Mikita named to new post of controller for Westinghouse Broadcasting Co., WBC President Donald H. McGannon is announcing today (Sept. 1). Mr. Mikita will supervise company accounting and finance activities. He was with Capital Cities Television Corp. as comptroller in 1955-57 and as treasurer in 1957-58. He also was in charge of constructing its WTEN (TV) Vail Mills (Albany), N.Y. ch. 10 operation and that of satellite WCDB on ch. 29 at Hagaman, N.Y.

Explaining creation of controller post, President McGannon said: "The competitive nature of the broadcasting industry and the expansion of WBC have created need for a wider variety of services. . . . Conditions dictate that business continually examine the growth of the cost factor to effect the optimum in broadcasting service."

Whitney Buys Newspaper Control

With acquisition of working control of *New York Herald-Tribune* and its Paris edition by John Hay Whitney, Corinthian group of radio-tv stations becomes newspaper-owned. Mr. Whitney is senior member of J. H. Whitney & Co., investment firm which owns WISH-AM-TV Indianapolis, WANE-AM-TV Fort Wayne, both Indiana; KOTV (TV) Tulsa, Okla.; and 90% of KGUL-TV Houston. Mr. Whitney, U.S. Ambassador to Britain and brother-in-law of CBS Inc. Chairman William Paley, took over financially-ailing *Herald-Tribune* from Ogden Reid and family. Earlier in year he bought *Parade* magazine, Sunday newspaper supplement. Mr. Reid remains as chief executive officer until Mr. Whitney can assume personal command. Chief broadcast executive in Whitney firm is C. Wrede Petersmeyer.

Las Vegas, Pittsfield Stations Sold; Southern Outlets Change

Station sales announced Friday, all subject to FCC approval:

KRAM Las Vegas, Nev. • Sold by David H. Margolies to Misch Ellman, Chicago accountant, for $275,000. Mr. Margolies remains as consultant. Larry Buskett, present manager, will be president-general manager of station. KRAM is 1 kw day, 500 w night on 920 kc. Transaction was handled by Blackburn & Co.

WBRK Pittsfield, Mass. • Sold by Leon Podolsky and associates to Joseph K. Close and associates for $115,000 plus assumption of $100,000 in liabilities. Mr. Close and group also own WKNE-AM-TV Keene and 50% interest in WKXL Concord, both New Hampshire; WKVT Brattleboro, Vt. and WKNY Kingston, N. Y. WBRK is 250 w MBS affiliate on 1340 kc.

KCMR McCamey, Tex. • Sold by Don Boston and Jim Sample to Robert E. Stewart, Dallas manager, Clarke Brown Co., station representative firm, for $30,000. KCMR is 250 w MBS affiliate on 1450 kc. Broker was Hamilton, Stubblefield, Twining & Assoc.

WCRE Cheraw, S. C. • Sold by E. G. Robinson Jr. and William R. Wagner to Ben Ackerman for $23,000. Mr. Ackerman is station manager, WGST Atlanta, Ga. Mr. Robinson also owns WDKD Kingstree, S. C. WCRE is 1 kw daytimer on 1420 kc. Transaction was handled by Chapman Co.

SPOT CELEBRATION

As part of its 40th anniversary celebration, Peter Paul Inc. (Mounds and Almond Joy candy), Naugatuck, Conn., reported to be embarking on extensive network radio and spot radio-tv campaign. Peter Paul set to launch network effort on Mutual in mid-October, buying 40 participations per week for two months. Its spot radio-tv saturation campaign is scheduled to break this weekend in 100 top markets of country and continue until late December. Agency: Dancer-Fitzgerald-Sample, New York.

PEOPLE

WALTER CRAIG, vice president in charge of radio and television for Norman, Craig & Kummel, N. Y., elected to board of directors. Mr. Craig purchased and developed *The $64,000 Question,* on CBS-TV, and is credited with development of *The Price Is Right,* on NBC-TV.

DR. HAROLD MENDELSOHN, head of tv-radio research, McCann-Erickson's Market Planning Corp., has resigned to join marketing and social research division of Psychological Corp.

JEROME HARRISON, formerly national sales executive for Ziv Television Programs, appointed manager of sales development, NBC-TV network sales, N. Y.

WALTER TIBBALS, with BBDO in Hollywood for 14 years and vice president in charge of radio-tv, to Norman, Craig & Kummel, N. Y., as vice president-general manager of expanded Radio-Tv Dept.

ARTHUR M. TOLCHIN, director of WMGM New York since 1954, elected to board of directors of WMGM Broadcasting Corp., owner of station.

CARROLL C. GRINNELL, recently in charge of marketing and planning activities for Benton & Bowles account, Post Cereals, elected vice president of agency and appointed account supervisor of Gaines products.

MARK WOODLINGER, sales manager of WOC-AM-FM-TV Davenport, Iowa, will resign Oct. 1 to join Community Telecasting Corp., ch. 8 applicant in Davenport market.

WILLIAM A. SITTIG, formerly with Clinton E. Frank Inc., Chicago, appointed account executive in charge of zone operations for Allstate Insurance Companies account at Leo Burnett Co., same city. Agency just named to handle Allstate life insurance and accident-sickness-hospitalization coverage, in addition to fire and casualty lines, with estimated total billing of $4 million.

ANDREW B. POWELL, formerly southern and southwestern representative of Sterling Television Co., N. Y., tv film distributor, named tv account executive in New York for Peters, Griffin & Woodward, N. Y., station representative.

C. H. BILLIPP, formerly with Kudner Agency, to Compton Adv., N. Y., creative department.

JOHN FENGLER, for ten years NBC-AM-TV producer, to Peck Adv., N. Y., Tv Dept., as producer of live and film commercials.

DICK LAWRENCE, program director of WKBW Buffalo and formerly program director of WBNY there, to Jack Masla & Co., N. Y., as program consultant.

S. D. WOOTEN, 53, brother of Hoyt B. Wooten, owner of WREC-AM-TV Memphis was fatally stricken Aug. 25 with coronary thrombosis. Formerly chief engineer of WREC, Mr. Wooten for past few years has been co-owner of W&W Distributing Corp., Memphis, handling electronic products.

1ST

1st in Delaware Valley, USA, for the **10th** consecutive month—and by the largest margin in our history.

Sources: ARB, Nov. 1957-August 1958

A TRIANGLE STATION

WFIL-TV

PHILADELPHIA, PENNSYLVANIA

ABC-TV **CHANNEL 6** BLAIR-TV

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV,** Binghamton, N.Y. / **WLBR-TV,** Lebanon-Lancaster, Pa.
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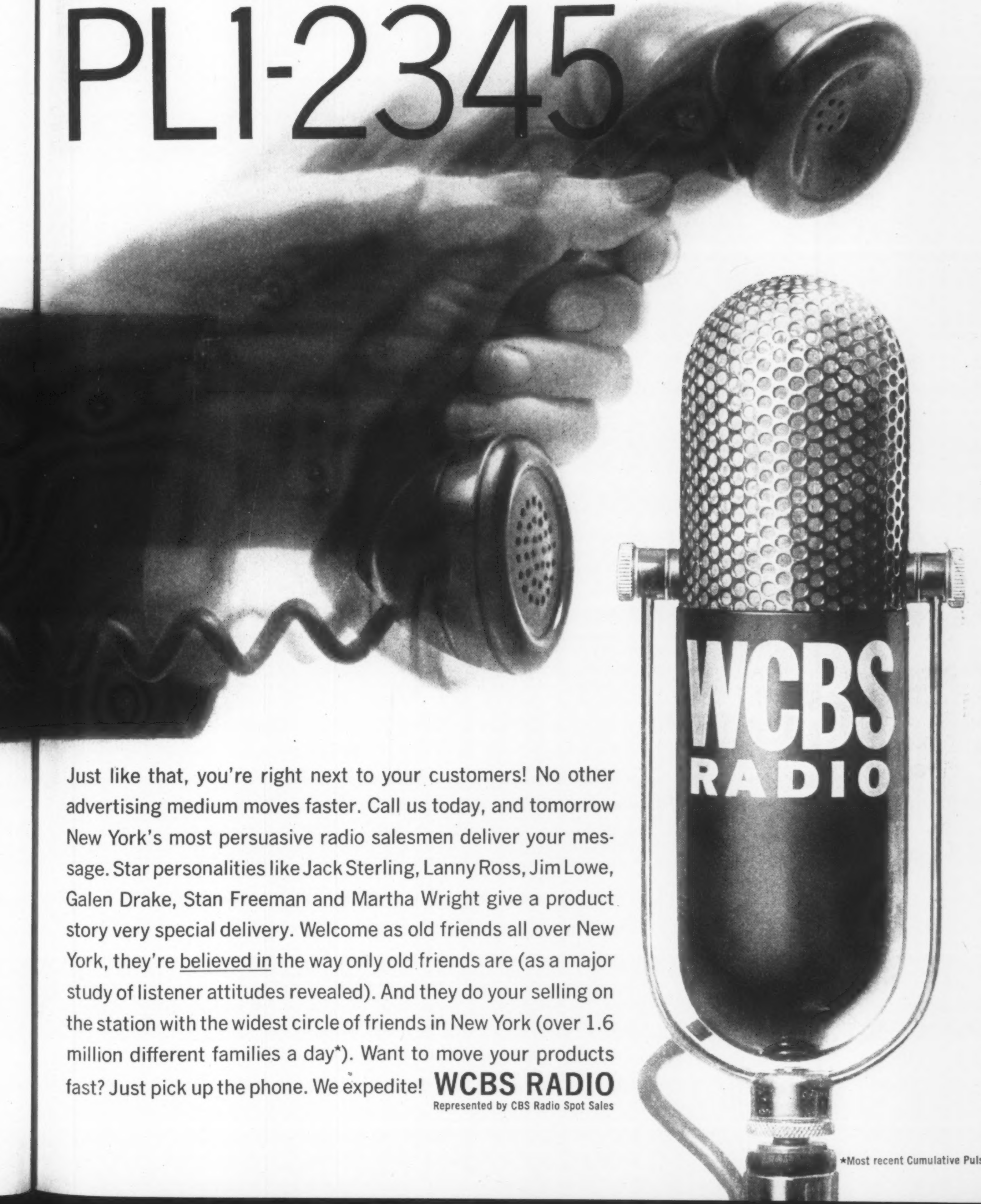
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

EASY AS PL1-2345



Just like that, you're right next to your customers! No other advertising medium moves faster. Call us today, and tomorrow New York's most persuasive radio salesmen deliver your message. Star personalities like Jack Sterling, Lanny Ross, Jim Lowe, Galen Drake, Stan Freeman and Martha Wright give a product story very special delivery. Welcome as old friends all over New York, they're believed in the way only old friends are (as a major study of listener attitudes revealed). And they do your selling on the station with the widest circle of friends in New York (over 1.6 million different families a day*). Want to move your products fast? Just pick up the phone. We expedite! **WCBS RADIO**

Represented by CBS Radio Spot Sales

*Most recent Cumulative Pulse Analysis

6 to 60

Sell'em All

with

RADIO RAHALL

Rahall Stations attract every age group 6 to 60 with every catagory of programming . . . news, music, sports and public service events. Your product is sold by top personalities . . . on these top-rated Hooper and Pulse stations.

WKAP
ALLENTOWN, PA.

Again #1 Hooper, May and June, morning and afternoon. Try the afternoon show 4 to 6 p. m. with Dopey Duncan and Bob Newman.

WFEA
MANCHESTER, N.H.

Top Pulse, Manchester, Concord, Nashau markets. Morning shows 5 to 10 a.m. with Chuck O'Neill and Norm Bailey.

WTSP
ST. PETERSBURG, FLA.

5000 watts, top personality station in the Tampa-St. Petersburg markets. The major league game of the day station for the Florida west coast.

WWNR
BECKLEY, W. VA.

#1 Hooper, morning, noon and night. Morning shows 5 to 9:45 a.m. with Russ Cooke and Gary Dent.

WNAR
NORRISTOWN, PA.

Top Pulse in rich Montgomery County market. Morning shows 6 to 9 a.m. with Tony Bekas and Don Jones.

sold nationally thru
WEED & CO.
Joe Rahall, President
"Oggie" Davies, Gen. Manager

CONCENTRATION

This is not another quiz—it's a "contest." The difference may be negligible, but then so is the show.

Two contestants (of either sex) compete by calling pairs of numbers from 1 to 30, which then appear on three-sided wedges on a board. Wedge 1 or 30 is turned as it is called (much like the secret revolving walls in old Bela Lugosi movies) to reveal the picture of a prize. If a contestant matches two pictures, he is credited with the prize, and the *third* side of the wedge is spun into place to reveal part of a master puzzle-picture, which must be solved by the contestant to keep his prize.

Concentration might be called an errant *ESP* (now crossed over into tv limbo). If, however, a contestant does not "sense" which pictures match, he may resort to mere memory. He may keep track of numbers called and their corresponding pictures (much like remembering tricks in bridge), and when his competitor misses and it is his turn again, he quickly calls 5 and 14 which he knows to be power-mowers.

On the Aug. 26 show, the little lady from New Jersey (after divining the master puzzle to be "You Got To Accentuate the Positive") was informed, to the accompaniment of Tiomkin-type music, that she had won a bottle of salad dressing and one herring. After a brief but outraged pause, she elected to take the alternate prize of $100. The loser (a young man from New York who was the producer of a three-member opera troupe) walked away with an all-expenses paid trip for two to Bermuda. It should be explained that he had won earlier by defeating a nice old lady from Connecticut, who did not receive anything.

Concentration may not be the most gripping show on pre-noon television, but it is certainly the most economical.

Production costs: Approximately $25,000 per week.

Participating sponsorship on NBC-TV Monday-Friday, 11:30-noon EDT, by Chesebrough-Pond's Inc. through J. Walter Thompson (starting Oct. 17), General Foods through Young & Rubicam, Heinz Co. through Maxon (starting Sept. 18), Lever Bros. through Needham, Louis & Brorby, National Biscuit Co. through McCann-Erickson (starting Oct. 8), Pillsbury Mills through Leo Burnett (starting Oct. 9) and Sterling Drug Inc. through Dancer-Fitzgerald-Sample. Started Aug. 25.

Barry & Enright production; executive producer: Robert Noah; producer: Jack Farren; director: Van Fox; m. c.: Hugh Downs.

KRAFT MYSTERY THEATRE

From the opening scene of the new gardener digging a hole (for his employeress?) to the closing revelation (no, it wasn't the butler), the Aug. 20 Kraft production, "We Haven't Seen Her Lately," was excellent. It fulfilled each word of the show title for it had mystery, theatre and those enticing Kraft commercials in color.

Fog and rain were used effectively to evoke the proper atmosphere for this English mystery about an eccentric old lady who is feared murdered, is found safe and sound, and then, by gad, *is* found murdered. The direction never flagged as first one and then another suspect was brought into focus.

Each character was sharply and economically drawn by the cast (which sounded authentically British) from Mary Finney as Aunt Violet to Patrick Horgan as Bertie.

May there indeed always be an England and, for entertainment seekers, an English mystery.

Production costs: Approximately $50,000.

Sponsored on NBC-TV Wednesday, 9-10 p.m. EDT, by Kraft Foods Co. through J. Walter Thompson Co.

Producer: Alex March; director: Paul Bogart; "We Haven't Seen Her Lately" written by Sumner Locke Elliot and based on novel by E. X. Serrars.

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EDT)

CBS-TV

Colorcasting schedule suspended for summer.

NBC-TV

Sept. 1-5, 8-10 (12:30-1 p.m.) *It Could Be You,* participating sponsors.

Sept. 1-5, 8-10 (2:30-3 p.m.) *Haggis Baggis,* participating sponsors.

Sept. 1, 8 (7:30-8 p.m.) *Haggis Baggis,* sustaining.

Sept. 2 (8-9 p.m.) *The Investigator,* RCA Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Sept. 3, 10 (9-10 p.m.) *Kraft Mystery Theatre,* Kraft Foods Co. through J. Walter Thompson.

Sept. 4 (7:30-8 p.m.) *Tic Tac Dough,* Warner-Lambert through Lennen & Newell and RCA Victor through Kenyon & Eckhardt.

Sept. 4 (10-10:30 p.m.) *The Price Is Right,* Lever Bros. through J. Walter Thompson.

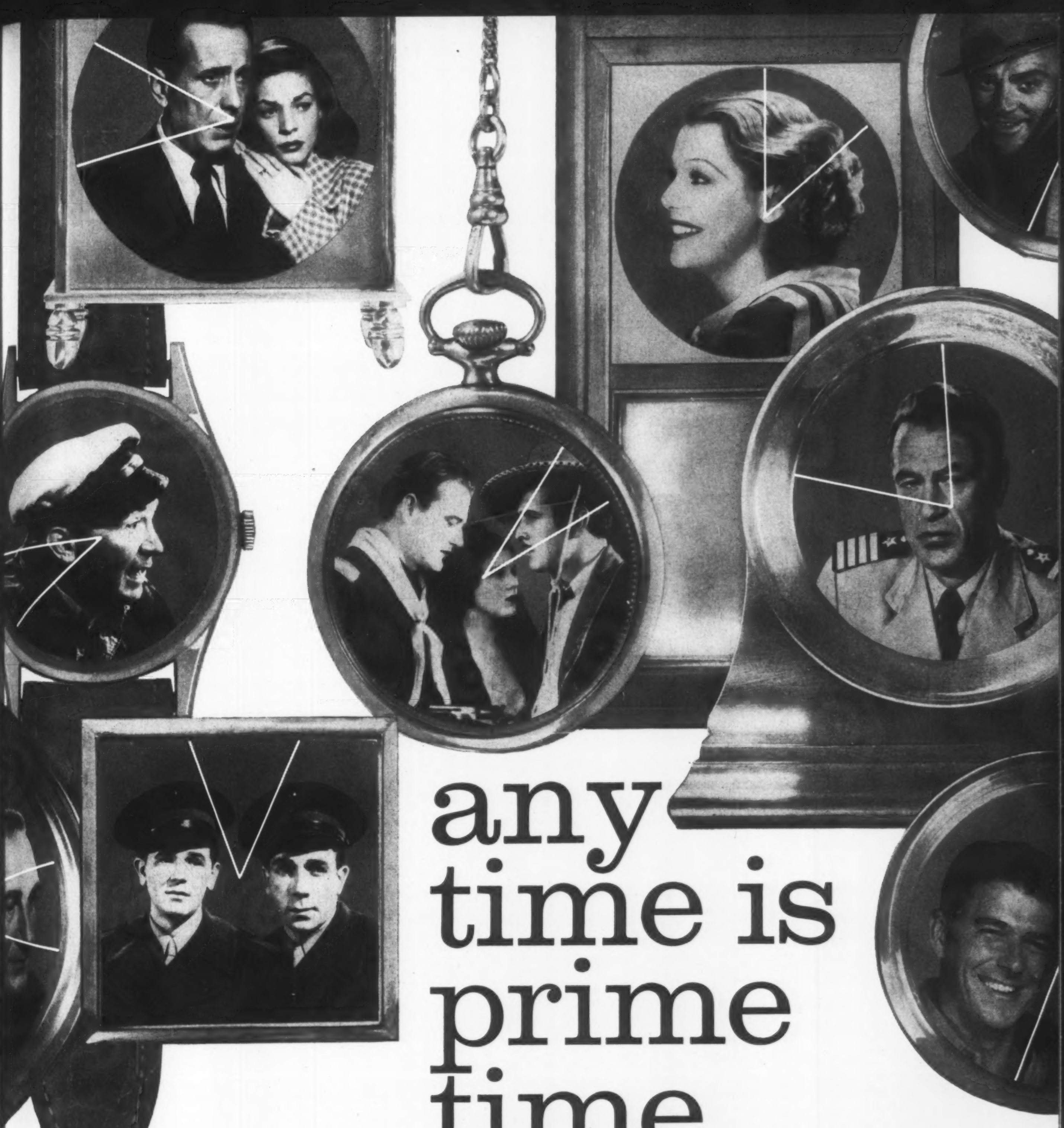
Sept. 5 (7:30-8 p.m.) *The Big Game,* sustaining.

Sept. 6 (8-9 p.m.) *The Bob Crosby Show,* participating.

Sept. 7 (7-7:30 p.m.) *Noah's Ark,* sustaining.

Sept. 7 (8-9 p.m.) *The Steve Allen Show,* Greyhound through Grey Adv., DuPont through BBDO and Polaroid through Doyle Dane Bernbach.

Sept. 7 (9-10 p.m.) *The Chevy Show,* Chevrolet through Campbell-Ewald.



any time is prime time

with Warner Brothers Features. Over 50% of the audience in three-station markets can be yours morning, noon and night. Look at the record below. Write, wire or phone for full details.

HERE'S THE PROOF!

TIME	CITY	STATION	% OF AUDIENCE	FILM
8:30 – 10 AM	Miami	WTVJ	**57**	DARK PASSAGE
Noon – 1:30 PM	Portland	WCHS	**66**	SHE HAD TO SAY YES
1 – 2 PM	St. Louis	KMOX	**62**	MAN FROM MONTEREY
2:30 – 3:30 PM	San Diego	KFMB	**65**	BELOVED BRAT
3:30 – 5 PM	Cincinnati	WKRC	**52**	STALLION ROAD
5:00 – 6:45 PM	Boston	WBZ	**48**	FIGHTING 69TH
7:30 – 8:30 PM	Las Vegas	KLRJ	**50**	TO HAVE AND HAVE NOT
9:30 – 11:45 PM	Houston	KGUL	**60**	TASK FORCE
11:00 PM – 1 AM	Philadelphia	WFIL	**63**	PRIDE OF THE MARINES

a.a.p. inc.

Distributors for Associated Artists Productions Corp.

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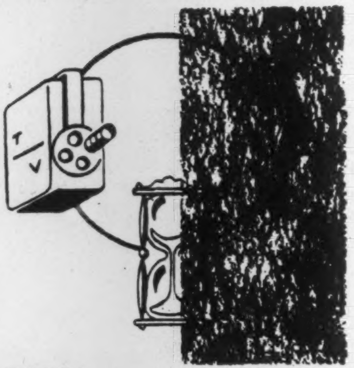
Prices for individual pictures on request



RADIO STATION

KSON

IN SAN DIEGO

KSON--NUMBER 1 BUY

IN THE SAN DIEGO MARKET

- *19th in population*
- *23rd in retail sales*
- *20th in food sales*
- *23rd in automotive sales*
- *18th in gasoline sales*

REPRESENTED BY HEADLEY-REED CO.

The 85th Congress

EDITOR:

I think your wrap-up of the broadcast-minded 85th Congress (Aug. 18) was excellent.

Roger W. Clipp
V.P.-General Manager
Radio & Television Div.
Triangle Pub. Inc., Philadelphia
Philadelphia

[EDITOR'S NOTE: For complete list of bills affecting broadcasting in the 85th Congress, see GOVERNMENT.]

Praise From the Professor

EDITOR:

Not only the active broadcasters, but the American people that constitute the radio and television audiences owe a debt of gratitude to BROADCASTING for its Aug. 25 editorial, "Prescription for Congress."

Elmer G. Sulzer, Director
Radio & Television Communications
Indiana U., Bloomington

Before the Fact

EDITOR:

. . . The real purpose of this letter is to ask that you have one of your staff interview Bill Hoffmann, radio-tv director of BBDO. Here is a man who is genuinely enthusiastic about network radio and whose views I think should be made known to everyone in our industry.

Ralph Bergsten
V.P.-General Manager
Don McNeill Enterprises
Chicago

[EDITOR'S NOTE: BROADCASTING anticipated Mr. Bergsten's request. Mr. Hoffman's MONDAY MEMO on network radio appeared Dec. 2, 1957.]

About Price Cutting

EDITOR:

Having read the July 14 MONDAY MEMO by Rollo Hunter, with whom I heartily agree, it is not unrelated to a similar situation in our motion picture equipment sales and rental business.

Our field services a limited number of professional motion picture producers. We spend our time and money to develop new equipment for this relatively small industry and some discount-happy dreamer copies our items and sells them below our established fair price, to attract attention to themselves as a bargain house. The shoppers who are buying price and not quality invariably get caught.

The rental field is also limited and we feel that we are entitled to a fair return for our investment in the cameras and sound and lighting equipment, etc., which we must keep readily available and serviced at all times. Occasionally the producer's needs for short period rentals require more from us in the way of service than we could possibly realize from the rental income. Here again the bargain boys start a price war which if allowed to continue, will eliminate the ability to provide a dependable rental service to the producer on a short-term basis. Without this service the producer will find himself in difficulty, and while faced with such a problem in his industry, his support of the price-cutter in our field may eventually effect his business. Here's one for action!

Irving Browning
President
Camera Mart Inc.
New York

[EDITOR'S NOTE: Mr. Hunter's MONDAY MEMO dealt with price cutting in the field of film production.]

Rating Services

EDITOR:

I believe that this week we have reached the ultimate in pitches from rating services.

First there was an offer from [one rating service] to "do" a Salem survey for $100.

Today there is an offer from [another] to do one for $80.

They promise 1,800 completed calls between 6 a.m. and 8 p.m. This would be 360 completed calls per day. Assume 25% sets in use. This would be 90 calls to radio listeners. Divide 90 calls by 14 hours and we have an attempt to survey a mark t with 6 calls per hour! With some 12 to 14 good signals in this market this would leave half the stations with no audience at all! This, we all agree, is impossible.

We have determined that rating services are sinking to a new low to get business, but this type of pitch with no attention to any statistical tolerance is a bare-faced attempt to make the radio business as "hungry" as that of the rating services themselves.

W. Gordon Allen, Owner
KGAY Salem, Ore.

Seconds the Motion

EDITOR:

I heartily agree that the clear channel case is "cloudy" and cannot rightly be decided today on the record of the case as it stood in 1945.

I would appreciate your permission to include your editorial, "Cloudy Clear Channel Case" in your Aug. 25 issue, in our September issue of our DBA *Daylighter,* with due credit to BROADCASTING.

J. R. Livesay
President
WLBH Mattoon, Ill.

[EDITOR'S NOTE: Permission granted.]

The Censorship Code

EDITOR:

Please send me 10 copies of the censorship code. Congrats on publishing this vital bit of government action. Keep up the good journalism. Everyone here reads BROADCASTING with interest.

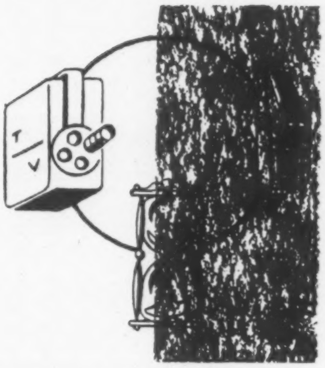
J. Peter Fenney
Extension Service
N. D. Agricultural College
Fargo, N. D.

EDITOR:

. . . 10 copies. . . .

Harvey Olson, Program Manager
WDRC Hartford, Conn.

[EDITOR'S NOTE: The story and text about the government's stand-by censorship code were carried exclusively in BROADCASTING Aug. 4. Reprints are available at cost, 10 cents per copy, minimum order 10 copies.]



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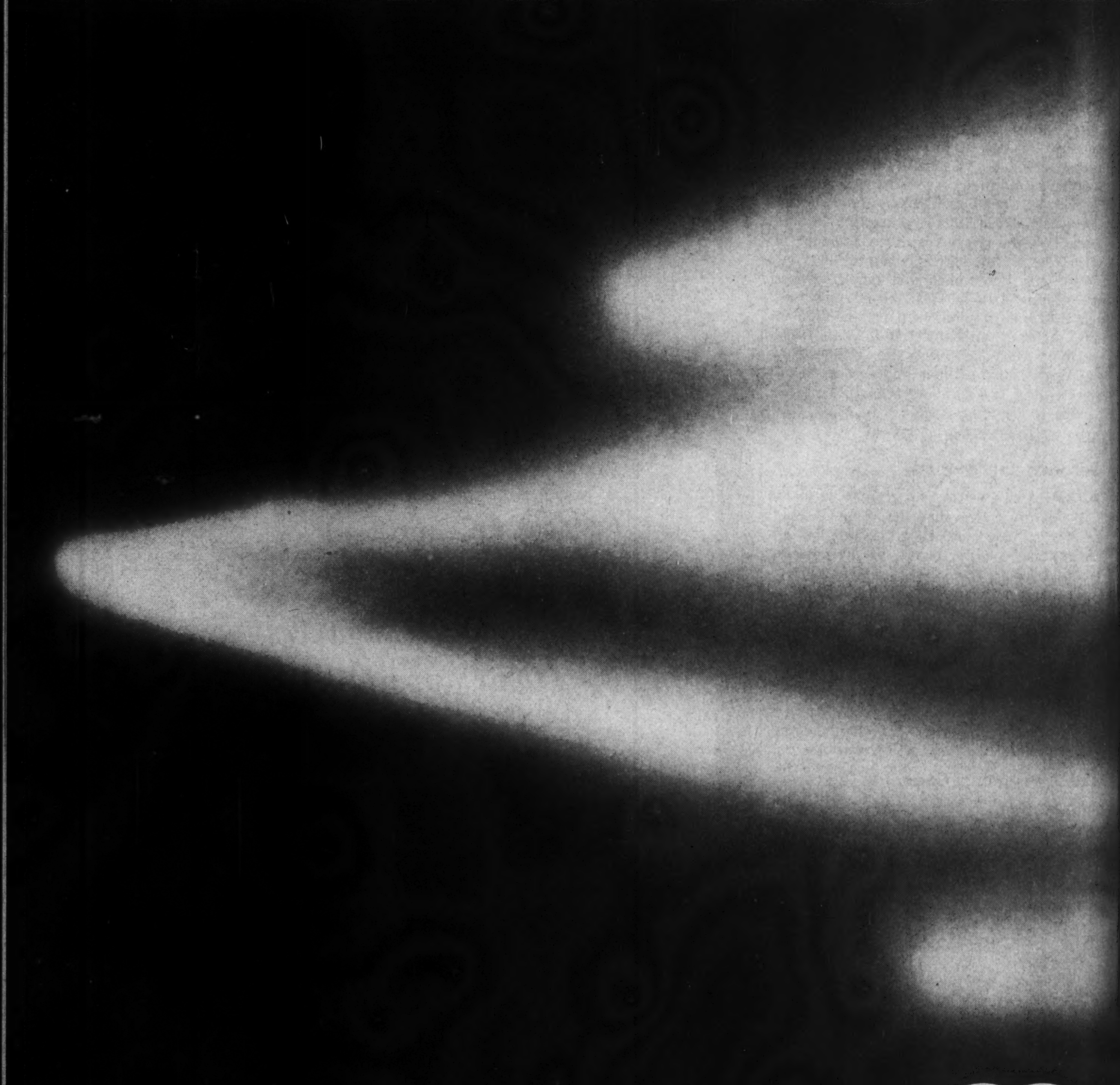
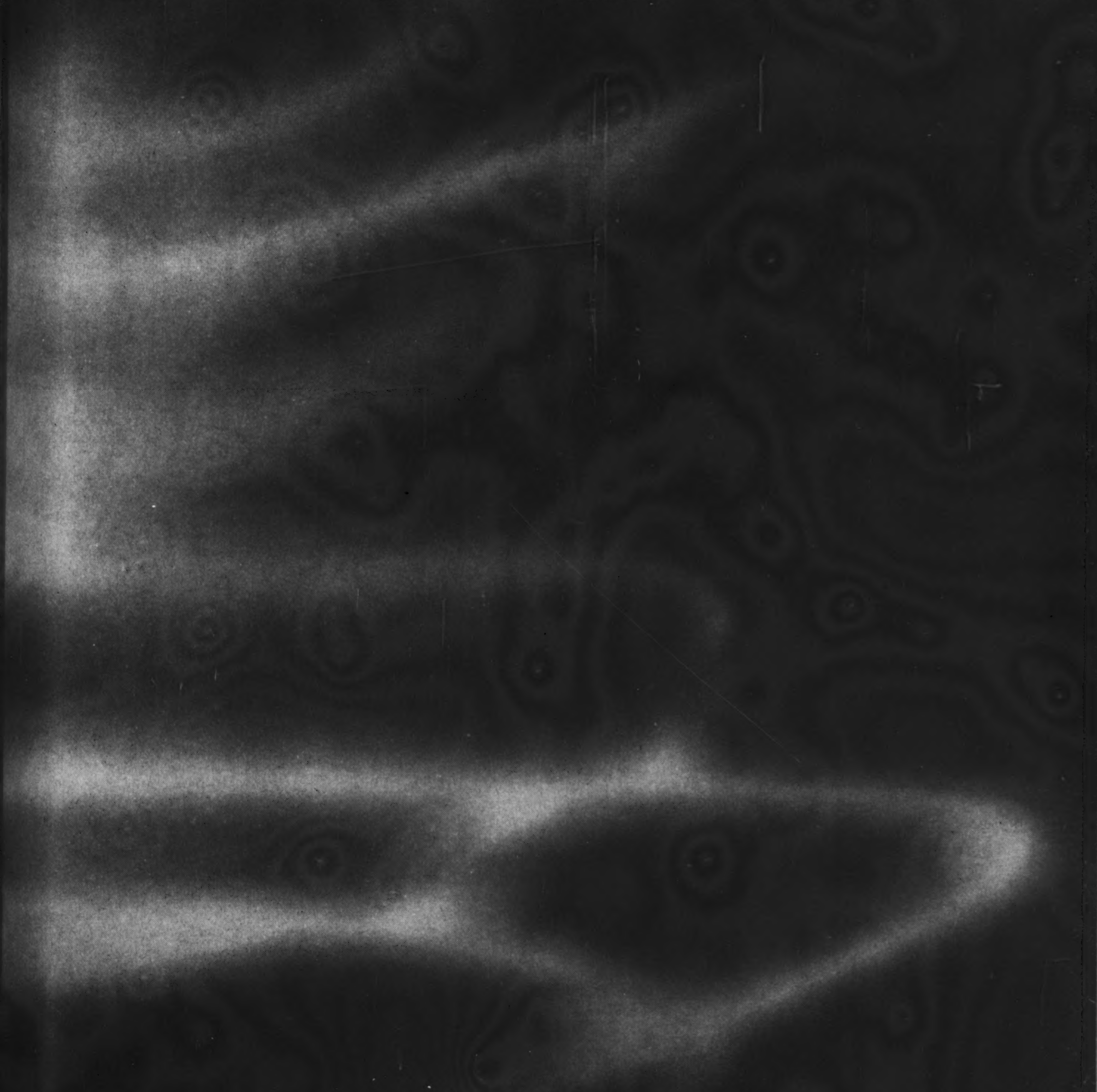


A R B

A

This week in New York with ARBITRON

ARB introduces a new era in television research . . . *instantaneous electronic audience measurement around the clock, every day of the year.* **ARBITRON** daily reports are now being issued on a regular full-sample basis in New York and will be shortly available in Los Angeles, Chicago, and a multi-city network. For other areas requiring complete research coverage of all programs instantaneously every minute of every day, it represents the ultimate measurement tool. **ARBITRON** is a complete departure from other techniques . . . a tremendous breakthrough that reflects where research—television and otherwise—may be taking industry tomorrow. ARB introduces it today.



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BROADCAST
TO
Oakland County
PONTIAC
MICHIGAN
A
CONCENTRATED
MICHIGAN AUDIENCE
WPON
serving
A
Billion Dollar
Market
1st
IN PONTIAC HOOPER

	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M. Monday Thru Friday
WPON	39	46.5
Sta. B	24.1	14.0
Sta. C	11.9	8.1
Sta. D	10.0	5.4

C. E. Hooper, May, 1958
CONTACT
VENARD RINTOUL & McCONNELL, INC.
Associated with Lansing's
WILS
music news sports

OUR RESPECTS

to Jack Averill Burnett

A newspaper job, or any other kind of job, was hard to get in the depression summer of 1933 when Jack Burnett received his journalism degree at U. of Minnesota. Through a mutual friend, however, he was hired by Standard Oil of Indiana as an advertising representative working out of LaCrosse, Wis.

While checking up on the way service stations handled point-of-sale material he developed an interest in radio and started working part time as a copywriter and announcer. He's been in broadcasting ever since and now is owner of KULA Honolulu.

"The copy was pretty fair but the announcing was awful," he said in recalling the Wisconsin experience. Even worse was the Wisconsin weather, he decided after a month of below-zero temperatures in the winter of 1935-36. When the snows melted, Jack Burnett said goodbye to his sweetheart, Helen McCormick, and drove to California. He arrived in San Francisco with the car and $12. KROW Oakland took him on before the $12 had been spent and he sold time on a straight commission basis.

After a successful year of selling he sent to LaCrosse for Miss McCormick and they were married at Carson City, Nev., in December 1938. Jack changed jobs, too, moving to KGVO Missoula, Mont., as sales manager for A. J. Mosby whom he had met when both were in San Francisco area radio. A year later he signed on as sales manager of KUTA Salt Lake City. In 1947 the Salt Lake City group operating Intermountain Network and KULA Honolulu offered him a job as general manager of the Hawaiian outlet. This offered an interesting assignment and a chance to move his daughter, Jacqueline, out of the high, dry climate to which she was allergic. The severe skin allergy disappeared within weeks after the move to another climate.

During his decade at KULA the property had changed hands twice, and Mr. Burnett had acquired a minority holding. At the recent NAB convention he interested Henry J. Kaiser in buying the tv property, also negotiating an agreement to get the remaining 75% of KULA Radio himself. KULA-TV, now a Kaiser property, has been changed to KHVH-TV.

The job of putting KULA-TV on the air wasn't easy in 1954 since only one staff member had any tv experience. Jack sent his chief engineer to the mainland on a six-month inspection trip and together they planned the entire tv operation. Initial tv losses, he recalled, were much below those of the two predecessor tv stations in the city despite the oft-heard prediction the market would not support three video outlets. Within three months KULA-TV was in the black.

Jack Averill Burnett was born June 14, 1910, in Bethlehem, Pa. On his mother's side were Moravian ancestors who had founded the town. He attended a Moravian school until the family moved to St. Paul in 1920. He went to St. Thomas College in St. Paul three years, playing football under Joe Boland, one of the famed Seven Mules of Notre Dame, moving to U. of Minnesota for his last year of college.

After more than a decade in Honolulu he is a confirmed Hawaiian. He would like to broaden his business interests, however, and has an application for a radio station in Salt Lake City. He learned station operation the hard way. When he first went to Honolulu he found the radio station overstaffed and located in large, costly quarters. Rumors of a cutback had been spread and the entire sales force resigned. He moved the station into a quonset hut attached to the transmitter building and for a time served as a one-man sales staff in a strange market. He quickly learned that Honolulu is a modern market and running a radio station there was no different from the mainland.

Jack Burnett is a lover of the outdoors life in the Hawaiians. He works out every day at the Pacific Club in Honolulu, usually paddle tennis, volley ball or some similar game. He enjoys surfing and sailing, and is a member of the famed Outrigger Canoe Club. He was instrumental in forming the Hawaiian Assn. of Radio & Television Broadcasters, was its first president and served another term at a later date. He is a member of the Executive Club, Honolulu Media Assn. and Honolulu Advertising Club. Community activities include Red Cross, Boy Scouts and Community Chest.

As a station operator he feels public service programming should be unique and entertaining. He likes to match tv ratings with the NBC and CBS competition in this market where the Caucasian population is less than 25% of the total. Some day, he hopes, he will own a group of radio stations on the mainland and maintain KULA as headquarters.

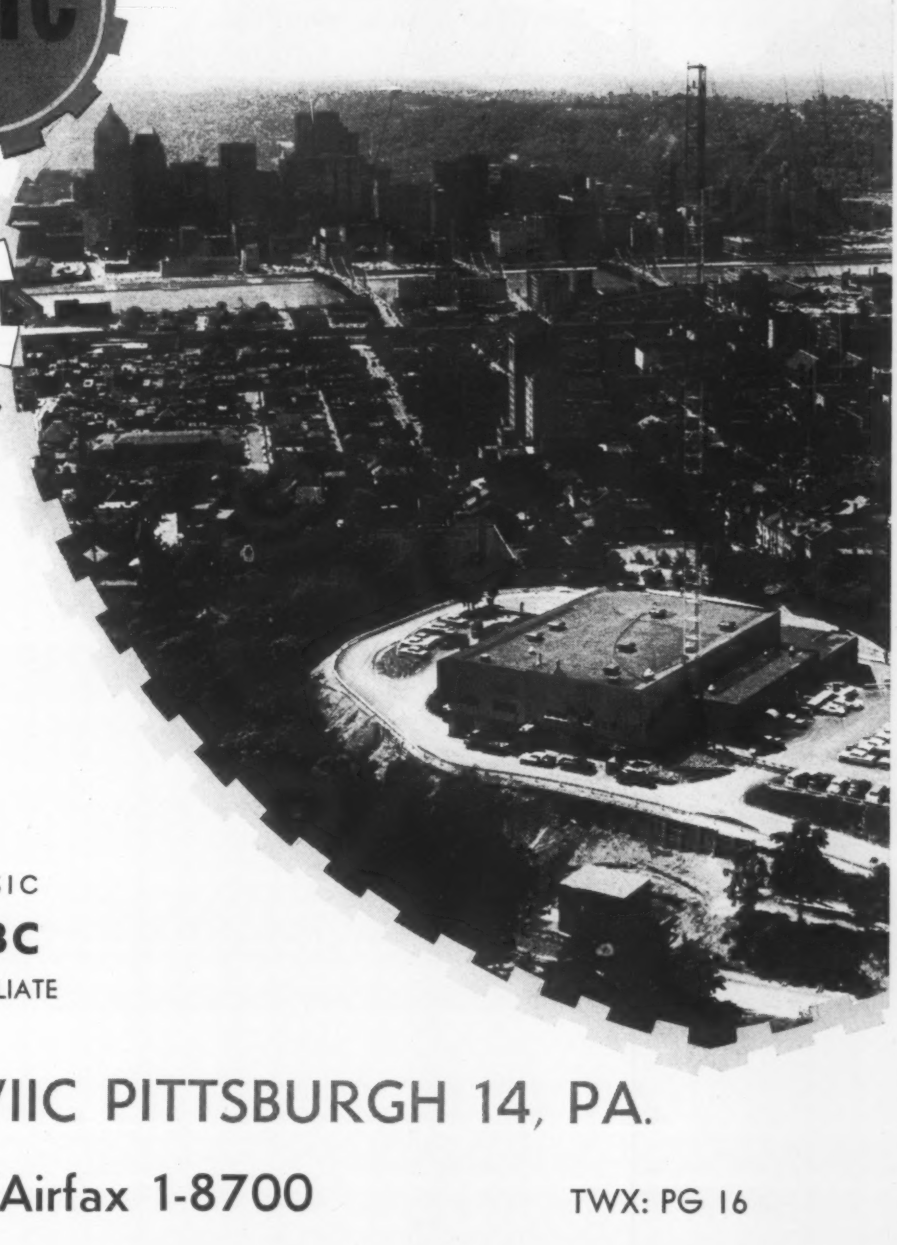
Jack Burnett likes to recall that four mainland station managers once worked at KULA—Jock Fearnhead, WINS New York; Irving Phillips, KDAY Los Angeles; Hugh La Rue, KTVR (TV) Denver and Charles Christian, KRUX Phoenix.

from the heart of Pittsburgh to the entire tri-state area!

WIIC

CHANNEL

11



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serving the nation's fourth market, is
NOW CBS OWNED
Represented, as before, by CBS Television Spot Sales
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PHILADELPHIA
WCAU-TV

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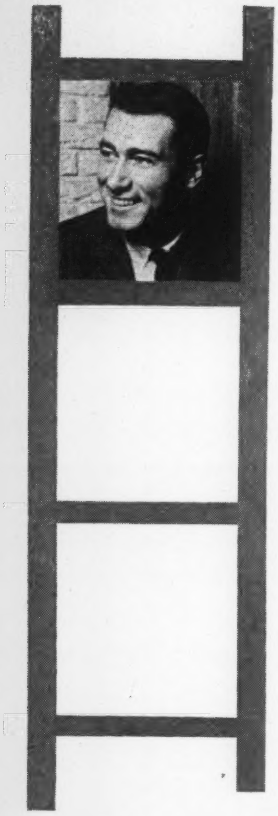

Malone alone

Sports News, with Bill Malone (7:05-7:10, Monday-Friday), makes Malone one of the loneliest people on the rating ladder . . . right at the top, year after year.

Miller's High Life has just signed for three nights a week for the third consecutive year . . . and two nights a week are available on this powerful segment of

Seven O'Clock Final, *Washington's top-rated early evening newscast.*

wmal-tv

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*Reg. U. S. Patent Office

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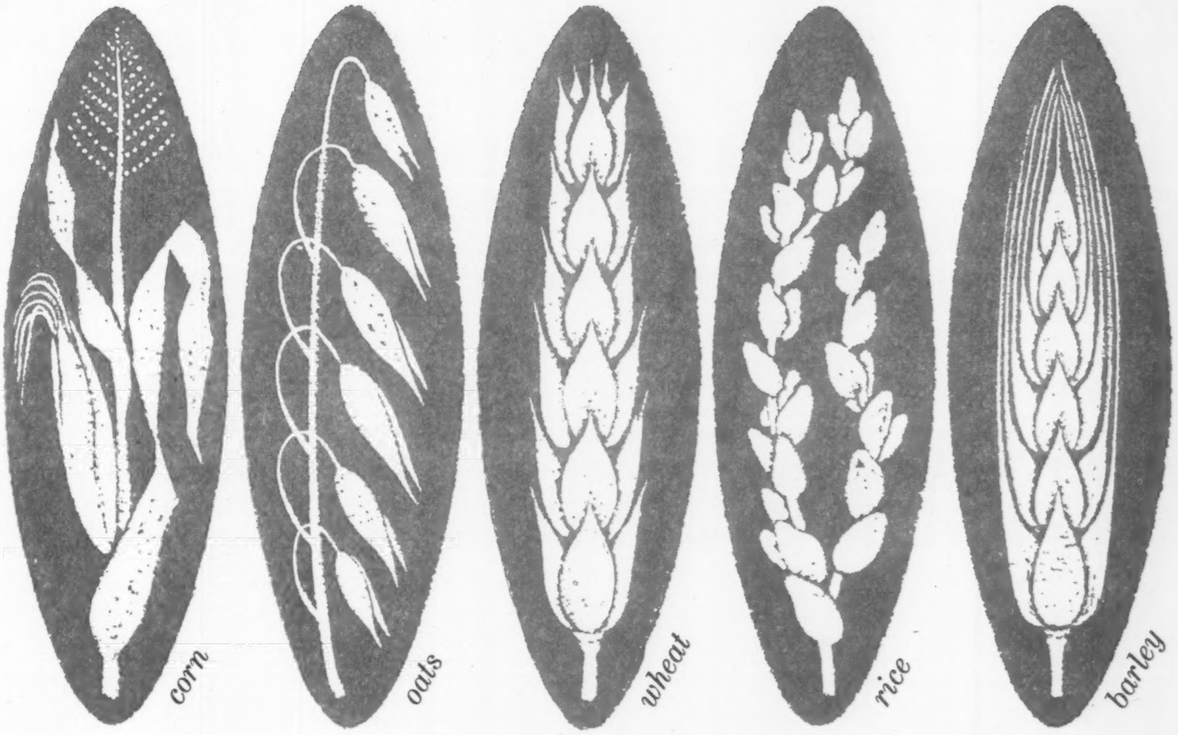

the calories in the cereal and milk serving are well balanced and low in fat

In the light of the modern trend toward less fat in the diet and for quick and lasting energy foods, the calories in the cereal and milk serving merit consideration. Both the cereal and the milk contribute well-balanced nourishment.

This serving provides quick and lasting energy, is *low in fat*, and is a good source of many nutrients as shown in the table below. It furnishes about 10 per cent of the daily needs of protein, important B vitamins, and essential minerals. Served with nonfat milk, the fat content is very low.*

nutritive composition of average cereal serving

	Cereal, 1 oz. Whole Milk, 4 oz. Sugar, 1 teaspoon	Cereal** 1 oz.	Whole Milk 4 oz.	Sugar 1 teaspoon
CALORIES	203	104	83	16
PROTEIN	7.3 gm.	3.1 gm.	4.2 gm.	
FAT	5.3 gm.	0.6 gm.	4.7 gm.*	
CARBOHYDRATE	32.2 gm.	22 gm.	6.0 gm.	4.2 gm.
CALCIUM	0.169 gm.	0.025 gm.	0.144 gm.	
IRON	1.5 mg.	1.4 mg.	0.1 mg.	
VITAMIN A	195 I. U.	—	195 I. U.	
THIAMINE	0.16 mg.	0.12 mg.	0.04 mg.	
RIBOFLAVIN	0.25 mg.	0.04 mg.	0.21 mg.	
NIACIN	1.4 mg.	1.3 mg.	0.1 mg.	
ASCORBIC ACID	1.5 mg.	—	1.5 mg.	
CHOLESTEROL	16.4 mg.	0	16.4 mg.*	

*Nonfat (skim) milk, 4 oz., reduces the Fat value to 0.1 gm. and the Cholesterol value to 0.35 mg.
**Based on composite average of breakfast cereals on dry weight basis.

Bowes, A. deP., and Church, C.F.: Food Values of Portions Commonly Used. 8th ed. Philadelphia: A. deP. Bowes, 1956.
Cereal Institute, Inc.: The Nutritional Contribution of Breakfast Cereals. Chicago: Cereal Institute, Inc., 1956.
Hayes, O. B., and Rose, G. K.: Supplementary Food Composition Table. J. Am. Dietet. A. 33:26, 1957.

CEREAL INSTITUTE, INC. • 135 South LaSalle Street, Chicago 3
A research and educational endeavor devoted to the betterment of national nutrition

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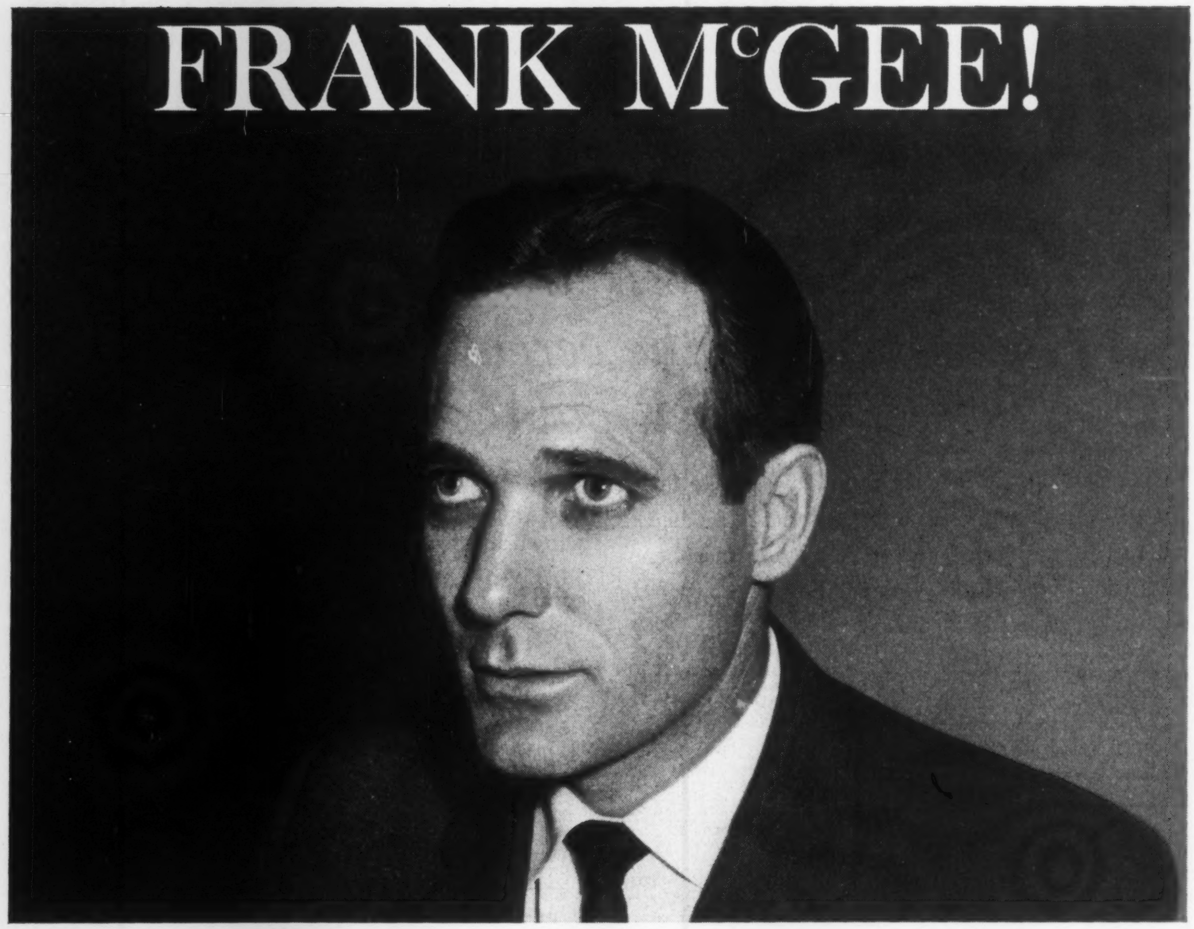
APITAL
WITH
FRANK McGEE!



NBC newsman Frank McGee, winner of the 1958 Headliner Award for excellence in news broadcasting, is now available on WRC-TV with his own 5-minute daily news program (6:30-6:35 p.m.). McGee received national recognition for his coverage of the Little Rock segregation issue, and most recently, for his reports of U.N. activities centering around the Mideast crisis. Now his talents are brought to bear on the local Washington scene. Most important of all, "Frank McGee and the News" offers a responsible and selective advertiser the opportunity of an early franchise with a news star in the ascendancy . . . in a key time period. Contact WRC-TV or NBC Spot Sales.

WRC-TV·4

NBC TELEVISION LEADERSHIP STATION IN WASHINGTON, D.C. SOLD BY NBC SPOT SALES

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 9 SEPTEMBER 1, 1958

TV GETS A BOOST FOR A BOOM IN '59

McCann-Erickson sees record business year, cites tv C-P-M economies

McCann-Erickson, an influential agency that is watched carefully by U. S. advertising executives, has put evening tv's cost-per-thousand track record on the line. Says M-E:

- Nighttime tv is the only major medium to lower its C-P-M circulation in the past eight years. The agency reports evening network tv's C-P-M declined 18% since 1950 and spot tv reduced its C-P-M 19%. All other media's C-P-M rose during the years.

The finding, while it may not be "news" to tv salesmen, is significant on these accounts:

- McCann-Erickson is the agency that led all others last year in tv billing. In television alone, M-E spent $91 million of its clients' money. Another $12 million was placed in radio.
- The McCann-Erickson emphasis on this lowered cost-per-thousand in effect helps to bolster tv advocates who earlier this year encountered and rebutted a sudden blast by agency executives that tv's values were diminishing [LEAD STORY, Jan. 13; ADVERTISERS & AGENCIES, Feb. 19].
- There is added weight to this pro-tv "look" of M-E since the finding is contained in a specially-prepared report to advertisers advising them to tune-up now with "modern marketing practices" in anticipation of business prospering next year.
- The brief discussion of media does not credit any broadcast industry-supported research for the tv statistics. The media data was prepared by the agency's own research division.

The newly-published McCann-Erickson report is entitled "The Turning of the Tide," a 31-page booklet published by Marketing Planning Corp., an M-E affiliate, and being given wide distribution in advertising channels.

The report is not devoted to any one advertising medium *per se*, nor does it deal only with advertising. In essence it is a documented report on the nation's economy with a strong recommendation for immediate marketing appraisals by U. S. business and industry. The theme: There will be a bigger market for goods next year than ever before; the companies which plan now will be in a better position to gain a greater share.

The booklet opens with this flat prediction: "The most prosperous year in American history lies just ahead—1959. We're on the way right now in an upswing that will carry us strongly and steadily toward new records in sales, production and income."

From that point on, statistics document the comeback of the U. S. economy. The report points to the major barometers of gross national product, industrial production, non-agricultural employment and personal income, showing statistically how these areas are on the rise once more. It also presents information on inventory liquidation, housing starts, defense spending, retail sales of durable goods and plant and equipment spending.

TV: PRICES UP, COSTS DOWN

As tabulated in McCann-Erickson's "The Turning of the Tide," here are media percentage changes in cost per 1,000 circulation and in basic rates, 1950 to 1958:

	COST-PER-1,000 (%)	BASIC RATES (%)
MAGAZINES	**plus 30**	**plus 54**
NEWSPAPERS	**plus 33**	**plus 42**
BUSINESS PAPERS	**plus 37**	**plus 65**
OUTDOOR	**plus 7**	**plus 53**
NETWORK TV (EVENING)	**minus 18**	**plus 367**
SPOT TV (EVENING)	**minus 19**	**plus 450**
NETWORK RADIO	**plus 8**	**minus 43**
SPOT RADIO (DAYTIME)	**plus 34**	**minus 13**

The report, which bases its analyses and conclusions on studies made by the Marketing Planning Corp., is enthusiastic in its optimism, predicting: American people will have more money to spend, and will spend more, next year than in any previous year; 1959 will continue to be a buyer's market but it will be the first buyer's market of any non-recession year since the war. The gross national product, says the report, will exceed all records.

The report notes: "This is a prospect as certain as the judgment of competent analysts can determine it. The question to be decided in 1959 is what producers will capture what shares of the market."

The upward trend of advertising expenditures in recent years indicates "the greater role of marketing in the success of any company," the agency report emphasizes.

As an aid to budget planners "through '59," the agency proceeds to "look back at advertising volume and costs" in a chapter entitled "How Much Seed Money for Your '59 Business?" Since 1950, the agency asserts, "gross national product has increased by 50% and total advertising expenditures by 78%. The spending of the 100 leading advertisers has climbed . . . by 25%."

The report readily admits that one factor in this spectacular climb is inflation. "The communications industry, like all others, must pay higher prices for the components of its services." Newsprint is up about 34% since 1950; labor costs are up (in tv, wages of stagehands rose 18% in the period, technicians, 38%). Attention is given to tv programming which M-E figures has gone up 375% for half-hour evening shows "represented by the increasing use of world-famous talent, but an important factor is the higher cost of *all* entertainment talent."

From high costs of staging, M-E moves into rates and circulation:

"Nevertheless, the increase in cost-per-

For the complete, official report on 1957 tv volume, profits . . . See page 50

thousand circulation of the major media has averaged less than these component increases; in fact, television's cost per thousand has declined. At the same time, basic rates of media have advanced (with the exception of radio).

"They reflect, in part, higher cost per thousand, but also considerable improvement in product: Magazines have vastly expanded their use of color illustration; newspapers have added many new features; television (as just noted) has given its nationwide free-admission audiences increasingly expensive entertainment.

"A third factor is substantial growth of coverage. The most obvious example: the average evening television program reached slightly more than 1 million homes in 1950; today it goes to more than 7 million. A mass weekly's circulation during the same period climbed from about 4 million to some 5½ million."

The report moves on to show how the advertiser's "cost of living" has gone up, reflecting increased basic costs for time and space, but at the same time, the report notes that the most highly competitive industries have spent greater proportions of their budgets "in the more rapidly growing media—notably, in television" and as a result show the "fastest-rising expenditures." Nonetheless, the report asserts, the "more basic reason" for heavier spending by national advertisers is that "advertising has more to do." It must cover larger and fast-shifting markets; assume more work of direct consumer selling; supply in self-service outlets the "product communications" formerly provided by sales clerks; promote swelling outflow of new products and additions; help the advertiser to be heard as competition pushes advertising volume to a "higher decibel-level."

The report explores trends in sales, profits and advertising expenditures of three groups among 100 leading advertisers since 1950. Groups are identified as "rapid-growth," "medium-growth" and "less rapid-growth." The correlation was marked enough, avers McCann-Erickson, "to have pursuaded virtually all of the 100 leading advertisers to increase their budgets in relation to sales in each of the last seven years."

END

BANKS NOTE: PUT YOUR DOLLARS IN TV

TvB study points up successes of 27 such firms in visual medium

A series of case histories pointing up television's role in bank and other financial advertising was released last week by the Television Bureau of Advertising.

A total of 27 success stories included in the TvB packet detail not only why and how banks and other financial institutions use tv, but with what results.

"Commercial banks, mutual savings banks and savings and loan associations are using tv as a personalized selling force," said TvB President Norman E. Cash, "because it fits their specific and individual needs and because their best customers are television's best customers."

The TvB packet, being distributed to bureau members, also contains a breakdown showing how 59 commercial and mutual savings banks used television in a "typical week" in 19 markets. Based on Broadcast Advertisers Reports data, this breakdown showed 247 spot announcements and 68 programs used by the 59 firms. Of the spot announcements, most (153) were scheduled between 6 and 10:30 p.m.; 48 were during the afternoon; 33 were after 10:30 p.m., and 13 were in the morning. The program sponsorships included 43 in the 6-10:30 p.m. time, 23 after 10:30 p.m., two in the afternoon and none in morning hours.

The TvB roundup was compiled and documented by Murray Gross, assistant director of sales promotion. Following are condensations of the success stories:

TWIN CITY FEDERAL SAVINGS & LOAN ASSN., Minneapolis-St. Paul. — Put 45% of its annual budget into tv ($225,000 out of $500,000, and radio gets 33%), using news, weather, sports and special events on KSTP-TV, WCCO-TV and WTCN-TV, day and night. On tv entry in 1949, Twin City's resources were $77 million. Today they are $290 million. Says President Roy W. Larsen: "Television as an advertising medium has taken on added importance year after year since our entry eight years ago." Agency for Twin City: Vance, Pidgeon & Assoc.

BANK OF THE SOUTHWEST, Houston.—Putting 19% or $45,428 of its budget into television (up 30% from 1957), using 10-second ID's on KGUL-TV, KPRC-TV and KTRK-TV, two five-minute segments of John Daly ABC-TV newscast and various special events including election coverage. Deposits up $24 million annually in last 24 months. Says William B. Black Jr., advertising director and vice president: "We depend heavily upon television . . . we feel that television has contributed greatly to the rate of growth of Bank of the Southwest and we plan to use it even more in the future." Agency: Aylin Adv.

MONTPELIER NATIONAL BANK, Montpelier, Vt.—Uses one announcement before the 6:45 p.m. Friday news on WCAX-TV Burlington, Vt. (moves to 11:20 p.m. during summer). This represents 33% of the bank's budget. President L. B. Howe reports: "In December 1956, we began advertising on WCAX-TV . . . and our first promotion was for new Christmas Club accounts. . . . The department gained 67% over the preceding year." For most of 1957, the campaign was for new savings accounts and Mr. Howe says that in 11 months "we opened 716 new accounts, during which period 80% of these people made at least two deposits." He concludes: ". . . No other advertising has produced such tangible results as television. . . ."

OLMSTEAD SAVINGS & LOAN ASSN., Rochester, Minn.—Putting 30% of its budget into television, more than twice the amount spent in television in its initial use in 1954; now uses three 10-minute noontime newscasts a week on KROC-TV. The noontime usage is a switch from evening sponsorships, made to reach "a new audience." In four tv years the firm's resources have grown from $7 million to $15.5 million. E. Gilk, secretary-treasurer, says "Television has opened an entirely new area of operations for us. Newspapers, radio and direct mail brought business primarily from the immediate area. From the time we started to use television, the medium began to bring in new savings accounts from a radius of 150 miles."

THORP LOAN & THRIFT CO. AND OLMSTED COUNTY BANK & TRUST CO., Rochester, Minn.—Both got into tv through one man, John Chisholm. As vice president of Thorp Loan, he bought a weekly minute in late-night movies in 1954, then on basis of results increased to four announcements a week. Two years later, he became vice president of Olmsted County Bank & Trust and one of his first acts was to launch a tv campaign. Since then the bank's resources have virtually tripled and it is putting 75% of its budget into *Big Story* each week on KROC-TV. Thorp Loan has maintained a steady schedule with 70% of its budget in television, now has six offices as against one pre-tv. Moreover its parent company has become interested in television, is now an important user in such markets as Minneapolis, Milwaukee, Madison, Green Bay and Wausau, Wis. Says Thorp vice president Robert Conway: "Television is the strongest advertising medium that our organization has ever used."

HALF DOLLAR TRUST & SAVINGS BANK, Wheeling, W. Va.—Uses five-minute newscast on WTRF-TV at 8:25 a.m. Fridays, within NBC *Today* program, plus evening spot schedule. Newscast features Bank Vice President Hank Dwinell, known as "Hank from the Bank." Executive Vice President John J. Nash says, "We have been using this expression [Hank at the Bank] for a number of years. Now that we are on tv everybody knows Hank personally. We have considered this . . . promotion a highly successful one and since we started to use it on tv, it is a great deal more effective than it has ever been before." Officials describe their business increase as "healthy."

OHIO FEDERAL SAVINGS & LOAN ASSN., Columbus, Ohio.—With television as its major selling force, firm posted 494% increase in savings accounts and 491% increase in reserves (earnings) between January 1950 and January 1958. Has opened four branch offices and plans a fifth. Heavy user of newspapers before entering tv, firm now puts 75 to 80% of its budget into WBNS-TV. Has used weekly half-hour outdoor sports program since 1950. Says President A. R. Allen: "People constantly volunteer that they view our program and see our tv commercials. We get these comments from people who live 50 to 60 miles away, where we've gotten some of our biggest accounts."

ALBANY SAVINGS BANK, Albany, N. Y. —Started on WRGB (TV) Schenectady in January 1952 with two 10-second announcements a week, now puts almost one-third of its budget into tv with half-hour local live *Teen Age Barn* Friday nights on WRGB. President James Davie says "Television has played a major role in Albany Savings' growth. In the six years [the firm] has used television, deposits have increased 37%. . . ." Agency is Woodward, Voss & Havener.

ONONDAGA COUNTY SAVINGS BANK, Syracuse, N. Y.—Has used television seven years, now gives it 25% of its budget via 30 to 40 10- and 20-second announcements a week, year round, on WHEN-TV; plus, periodically, announcements on another station. In 1956, it commissioned a survey, which showed tv made a more vivid and lasting impression with the public than all other media. Dick Devesty, advertising manager, calls tv "The foundation of our advertising program. We lean on it very heavily for identification, for publicizing our interest rates and for merchandising our various services. We do this because we get greater impact—and more immediate impact—from television than from any other medium."

GREATER LOUISVILLE FIRST FEDERAL SAVINGS & LOAN ASSN., Louisville, Ky. —Started in tv in November 1948 on WAVE-TV, has increased tv usage steadily; now puts 60% of its budget into television, using WHAS-TV as well as WAVE-TV. Before television, its total budget was $50,000; now it's $250,000 (radio and newspapers get 20% each). Now sponsors weathercasts, weatherspots, 10-minute newscasts each night, two spots in *Today*, and participations in local shows. Resources have grown $65.4 million to current total of more than $100 million since 1950. Executive Vice President Gustav Flexner says "There's no question but that we attribute a great portion of our growth to television advertising. . . . So many advertisers make the mistake of starting a campaign and not sticking with it for a long period of time. Year-round advertising consistency in television is most important."

EVERGLADES FEDERAL SAVINGS & LOAN ASSN., Belle Glade, Fla.—Boosted its resources more than a quarter of a million dollars in the first five months after it entered tv in February 1956 with a five-minute early-evening telecast on WPTV (TV) West Palm Beach twice a week. Now the firm sponsors quarter-hour newscasts four evenings a week and half of its budget is in television, which it uses year-round. Says Richard A. Posten, assistant to the president: "Television is the best medium for this type of organization to use because you reach about everybody. And your sales messages reach more people through television than any other medium at a lower cost per sales call."

PEOPLES SAVINGS & LOAN ASSN., Charlotte, N. C.—New bank, it started in tv with a one-week saturation campaign on WSOC-TV in January this year, after using various other media to try to get itself established. Executive Vice President W. S. Clanton wrote WSOC-TV: "According to our closest estimate, your station can be credited with doubling our present new accounts." Since then, Peoples has used 50% of its budget for a saturation drive one week a month. Once officials got doubtful and cancelled the weekly campaign, report business slackened that same week and tv reinstated. Now usage of the medium has been stepped up. Assets have grown 359% since first tv usage.

FIRST NATIONAL BANK, Dallas, Tex.— Got into tv in 1951 with a weekly job-hunting program; now sponsors five-minute weather reports in early evening three nights a week and 10-minute reports at 10 p.m. two other nights, on WFAA-TV. These are supplemented by special events coverage. John Burnett of Rogers & Smith, bank's agency, says tv "gives us quick measurable results. . . . We use television continuously through the year, whereas we go into newspapers and radio with high concentration of space and time over short periods."

THIS newspaper delivery girl was welcomed at Cunningham & Walsh, New York, where Jim Ducey, assistant media supervisor at the agency, is handed the Aug. 21 edition of the *New York Times*. Reason: WBNS-TV Columbus, Ohio, used 300 lines in the *Times* to tell New York's ad row about the station's *Sneak Preview* (9:30-11:30 a.m.) feature film series for the housewife. To emphasize its point and assure itself of readership, the station sent around copies of the paper and an attention-getter—Dorothy Dollivar who is "Miss WBNS-TV"—to various New York agencies.

SAN DIEGO FEDERAL SAVINGS & LOAN ASSN., San Diego, Calif.—President John D. Thompson Jr. reports: "Since we started our sponsorship of *This Day 1958* [half-hour Sunday evening news program on KFMB-TV since 1956], our assets have risen 85% and our savings have increased 75%." He says this "indicates we are more than justified in our television allocation," which represents 34% of budget. Agency is Armstrong, Fenton & Vinson.

FIRST NATIONAL BANK, Atlanta, Ga.— Now sponsors alternate weeks of NBC *Meet the Press* on WSB-TV, supplemented by 10 weekly announcements divided between WSB-TV and WAGA-TV. In past two years, savings have gone from under $30 million to over $50 million. Vice President George Goodwin says that in annual consumer studies, "television shows up consistently at the top in terms of recall."

MORRIS PLAN SAVINGS & LOAN CO., Wheeling, W. Va.—In the last few months of 1957, this firm picked up as many Christmas Club accounts as the city's seven other financial institutions combined, and President Ray Merritt gives major credit to tv. Tv budget has risen from $71 a week to more than $200, currently covering seven ID's and one 20-second announcement weekly in prime evening time on WTRF-TV throughout the year. In addition, firm sets aside $2,000 for special Christmas Club campaign. Current budget breakdown: tv 33%; newspapers 30%; radio 13%; billboards 10%; miscellaneous 14%.

MANUFACTURERS TRUST CO., New York. —Started in tv in September 1957 with five-minute *7 O'Clock Report* on WCBS-TV five nights a week. Vice President Bradford Warner says experience to date shows tv "a valuable addition" and that "this campaign is attaining [its] objectives." Agency: Young & Rubicam.

SAN ANTONIO SAVINGS & LOAN ASSN., San Antonio, Tex.—entered tv in 1951, has seen assets grow from $23.3 million to $91.5 million. Described as largest local tv advertiser in San Antonio, firm co-sponsors two half-hour film shows, one on WOAI-TV and one on KONO-TV; has quarter-hour weekly of another on WOAI-TV and yet another on KENS-TV; bought nightly one-minute participation in NBC Huntley-Brinkley news report starting also in June: Picks up announcements adjacent to NBC specials and buys average of 15 announcements weekly, using three stations. Tv gets over 50% of budget. Says William I. Wyatt, president of Wyatt Adv., firm's agency: "San Antonio Savings & Loan . . . has outgrown all other associations in town since we have gone into television." Says savings firm's President Walter McAllister Jr.: "We consider television our most effective advertising medium. As we expand our budget, television gets the major portion of that increase."

CONNECTICUT BANK & TRUST CO., Hartford, Conn.—Buys two five-minute and three 10-minute news shows weekly on WHCT (TV) and picks up sponsorship of annual Insurance City Open Golf Tournament. Has been in tv for five years. Says Assistant Public Relations Director Alfred F. Kacynski: "To saturate our 25 offices throughout Connecticut with radio or newspapers requires the costly use of many stations or papers. But with television we cover most of our offices with a single buy."

CROCKER-ANGLO NATIONAL BANK, San Francisco.—Uses seven 20-second announcements a week between 6:15 and 10:25 p.m. on KGO-TV, KPIX (TV) and KRON-TV, plus an average of two to three 20-second announcements in Class A and AA periods in nine other northern California markets. Started in tv in 1956, has since become year-round user. Bank chose tv as the most dramatic medium. Robert Brisacher of Cunningham & Walsh, bank's agency, says almost 50% of budget is in tv.

MINNEAPOLIS SAVINGS & LOAN ASSN., Minneapolis-St. Paul.—First tv investment, quarter-hour news show thrice weekly on KSTP-TV in 1951, brought immediate results, led to addition of 10-minute sports show three times a week starting in 1952, with second expansion in 1957 via late-evening sports programs on WCCO-TV three nights a week. Says Mike Bolin of Bolin-Smith Agency: "Television has further brought [the client] closer to the top. Television has lent greater prestige to the company than would have been possible without it."

PHILADELPHIA SAVINGS FUND SOCIETY, Philadelphia.—Has used tv for eight years, increasing usage each year. Currently has 10-minute Saturday night newscast on WCAU-TV, three minute participations a week on late-night movies on WFIL-TV and 10 20-second station breaks in day and night hours on WRCV-TV. Edmund H. Rogers of Gray & Rogers, agency, says: "On all continuing research which we make at regular intervals, results show that the remembrance factor, both as to sponsor and services, is far greater for television than for any other medium . . . Our client is extremely well pleased."

VALLEY NATIONAL BANK, Phoenix, Tucson and Yuma, all Arizona.—Biggest banking institution in eight-state Rocky Mountain area, firm launched first tv campaign eight years ago, now sets aside 25% of its budget for television and uses announcement campaigns on all eight Arizona tv stations. It spends up to $150 per station, usually buying two nighttime Class A spots on each. Says M. G. Reade, advertising director: "Our current expenditure is the highest ever in television. Perhaps that best illustrates our appraisal of the medium . . . for banks."

FIRST NATIONAL CITY BANK OF NEW York.—In seventh straight year in tv, bank currently sponsors 10-minute newscast at 11 p.m. six nights a week on WRCA-TV and five-minute weather and sports show on WCBS-TV one night a week, with option to increase when time opens up. Vice President Granville S. Carrel says that First National, "though very dollar conscious, has increased its television budget every year since 1952."

CITY NATIONAL BANK & TRUST CO., Columbus, Ohio.—Sponsoring 90-minute feature film weekly on WTVN-TV for 39 weeks since August 1957, has renewed for 1958-59 season. Bank employes pick films from list of availabilities supplied by station. Vice President & Advertising Director L. F. Stroefer says program boosts employe morale and has been "unusually successful in building new business and good will."

TALMAN FEDERAL SAVINGS & LOAN ASSN., Chicago.—Started in tv with twice-weekly program in 1954, currently underwrites two five-minute newscasts a week on WNBQ (TV) and a weekly quarter-hour of an interview show on WBKB (TV). About 20% of its budget is in tv. Firm's resources have doubled since tv entry, reaching $236 million. Rudy Orisek, president of RMO & Assoc., Talman agency, says: "Tv has made a definite contribution to our growth, we intend to remain in the medium using informative programs to maintain a position in which an intelligent viewing audience will continue to know about us."

FIRST NATIONAL BANK, Portland, Ore.—Has used tv consistently for seven years on year-around basis. Base of its campaign is regular series of 20-second station break announcements on KGW-TV, KOIN-TV and KPTV (TV), plus a weekly comedy-drama film in each of three single-station markets in other parts of Oregon. When it buys other schedules, it diverts some spot money. This fall it will co-sponsor U. of Oregon and Oregon State football coverage and in January expects to sponsor a half-hour film. Bill Wilson of Cole & Weber, agency, says: "From about 15% four years ago, tv has grown to 32%, an amount approximately equal to the budget for newspapers. . . . We're convinced that consistent television advertising has been of great value in the rapid growth of First National."

Foreman Moves Up at BBDO To Head All Creative Services

Appointment of Robert L. Foreman, executive vice president in charge of the plans board of BBDO, New York, as head of all creative services at the agency was announced last week by Charles H. Brower, president. He will direct copy, art, television, radio and public relations activities for BBDO.

MR. FOREMAN

Mr. Foreman joined BBDO 19 years ago and in 1948, at the age of 32, became the agency's youngest vice president. He was in charge of the radio writing department at that time. Subsequently, he was named head of the radio and television department, including both radio and tv copy and art.

Mr. Foreman was elected to the agency's board of directors in February 1955 and was promoted to executive vice president in charge of the agency plans board in February 1957.

He is the author of *An Ad Man Ad-Libs on Tv*, published in 1957 by Hastings House and *The Hot Half Hour*, a novel with a broadcast industry setting, which will be published late this month by Criterion Books Inc.

Bishop Enters Barter, To Use 200 Tv Stations

In what is expected to be the largest tv spot campaign in history, Hazel Bishop Inc., New York, plans to extend its barter effort to more than 5,000 spots per week on approximately 200 stations by Sept. 15.

Though spokesmen declined to place a money figure on the amount of the campaign, one source said that eventually it is expected to overshadow the International Latex Corp. barter transaction, reported to amount to $20 million over a five-year period. As with International Latex, Television Industries Inc., New York (formerly C&C Television) will give stations the rights to the RKO feature film library, other features and serials in return for spot time. This time is assigned to Hazel Bishop.

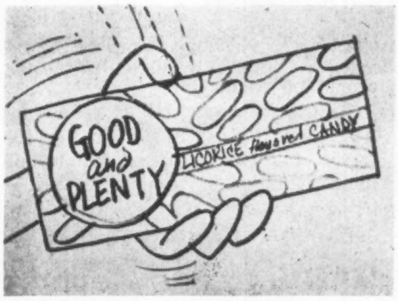
The spot tv campaign for Bishop, a spokesman said, began Aug. 1 with 103 stations signed for an average of 28 spots per week. It will build up to more than 200 stations by Sept. 15, using the same number of spots. Hazel Bishop officials declined to give other details at this time but pointed out that although the campaign is for a minimum of one year, it is expected to extend to five years or more.

Since Television Industries Inc. acquired the controlling interest in Hazel Bishop last May, it has been known that the company was destined for a spot tv barter spree. This will be the first year that Hazel Bishop will be missing from network television in more than seven years. Since 1950, the company has invested more than $25 million in network tv, it reported.

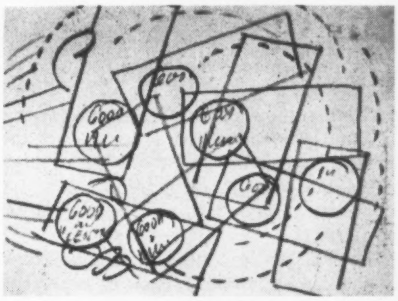
The spot tv campaign will be in nighttime periods only, scattered throughout from 6 p.m. to sign-off. More than 25,000 spots between Oct. 1 and Dec. 25 will be devoted to Hazel Bishop's new "Ultra-Matic" compact, but other products to be advertised will be the company's nail polish, lipstick and hair spray. The agency is Raymond Spector Inc., New York.

Coinciding with the upsurge in barter tv for Bishop, the company last week announced the appointments of Alfred Thomas Prange as director of HB radio and television activities and of Matthew Ruffle as a vice president, functioning in the area of general sales management and administration.

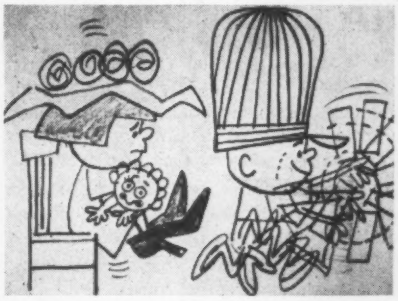
For the past two years, Mr. Prange filled a similar post with the International Latex Corp. and earlier had been with the television departments of Cunningham & Walsh and Dancer-Fitzgerald-Sample, both New York. Mr. Ruffle formerly was director of marketing for Richard Hudnut, New York.



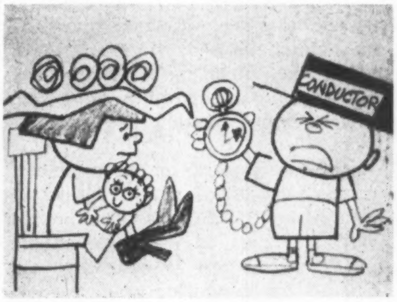
SOUND: *Sshis-sh! Chug! Chug! Chug! Chug! Chug! Chug! Chug!*



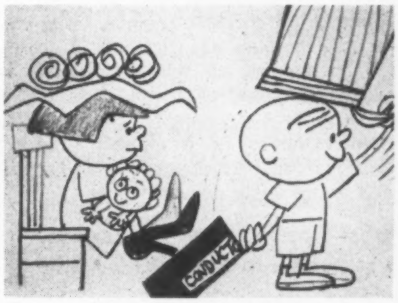
Chugga-chugga-chugga! Toot! Toot! Chugga-chugga-chugga!



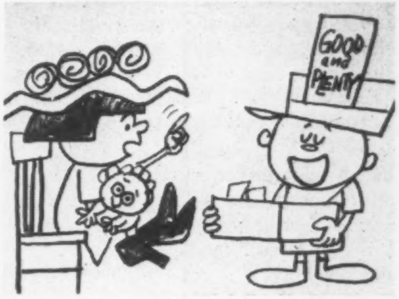
GIRL (frustrated): *Mr. Conductor, when do we get to Good & Plentyville?*



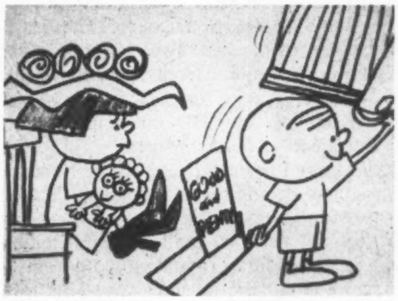
BOY: *10 more minutes to Good & Plentyville!*



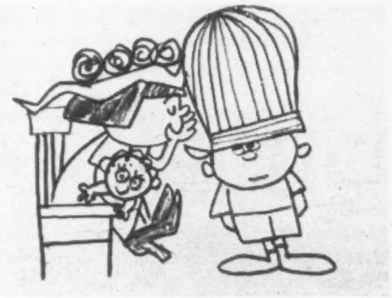
GIRL (as boy changes back to engineer): *I'm hungry. Good & Plenty* (sighs). *Good & Plenty* (frustrated). *I'm hungry!*



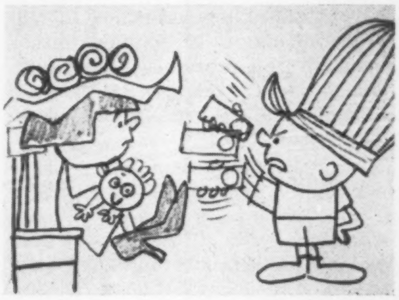
BOY (as vendor): *Newspapers, magazines, candy, getcha dee-licious Good & Plenty! Plenty good!*



GIRL: *Hey, mister! I want some!* BOY: *Sorry, madam, they're all sold out!*



GIRL (frustrated): *Oh, Mr. Engineer. Can you . . .* (mumble, mumble)



BOY (indignant): *Well, madam! Do you want to ruin my engine?* GIRL: *Oh, Charlie, there'll be plenty left for your old engine!*

PREVIEW

THE SOUND THEY LOVE TO TASTE

Youngsters like Quaker City Chocolate & Confectionery Co.'s Good & Plenty candy-covered licorice for two reasons: it tastes good and besides, if handled right, it makes the most delicious-sounding locomotive sounds you've ever heard. Capitalizing on both, Quaker City, which places its entire budget in tv intermittently the year-round, approved this 60-second spot prepared jointly by its agency Adrian Bauer and Alan Tripp Inc., Philadelphia, and UPA Pictures Inc., Burbank-New York.

This month it begins a 26-week run on the following stations and programs: WPIX (TV) New York's *Three Stooges* and *Popeye,* WABD (TV) New York's *Looney Tunes,* WABC-TV New York's *American Bandstand* (ABC-TV); WFIL-TV Philadelphia's *Sally Starr Theatre* and *Bandstand;* WTTG (TV) Washington's *Popeye;* KTLA (TV) Los Angeles' *Popeye;* KDKA-TV Pittsburgh's *The Big Adventure;* WNHC-TV New Haven's *Popeye;* WXYZ-TV Detroit's *Curtain Time* and *Bandstand,* CKLW-TV Detroit-Windsor's *Looney Tunes;* KYW-TV Cleveland's *Popeye;* WHDH-TV Boston's *Brave Eagle* and *Bandstand,* and WGN-TV Chicago's *Bugs Bunny.*

Quaker City, an exclusive tv advertiser for seven years, thus enters phase four in its tv strategy. In 1951, it launched phase one with sponsorship of CBS-TV's *Lucky Pup* Saturday series; then it switched to syndicated film sponsorship in Boston, New York and Philadelphia with Television Programs of America's *Ramar of the Jungle;* phase three—film participations in *Bugs Bunny,* etc.—followed and now, Quaker City uses both film and live shows.

The story line: Two kids are playing. He makes believe his G&P box is a locomotive, and she plays along. But the sight and sound of the candy rattling in the box prove to be too much for our young lady; she's tired of make-believe. She wants to eat. The boy doesn't want to quit playing —yet—so he stalls her. Finally, however, with devastating feminine logic, the girl demolishes her boyfriend's train of thought with the simple rejoinder, "Oh, Charlie, there'll be plenty left for your old engine." Exeunt with a flourish of G&P boxes.

ANA OKAYS NETWORK RECORDS

The Assn. of National Advertisers last week gave its approval to procedures used by the three national tv networks to assure accurate reporting of proof-of-performance information to sponsors and their agencies.

The association released a 10-page study of the subject prepared by two members of its budget control committee.

Officials said, however, that this committee's views should not be construed to imply that ANA is or is not satisfied that the information advertisers get on triple-spotting (local clipping of network time) is accurate and complete. The question of triple-spotting was raised by the ANA radio-tv committee three months ago in a study reporting that 32 out of 115 advertisers who responded to a survey had "complained of triple-spotting in recent months" [LEAD STORY, May 26].

Officials said last week that the proof-of-performance study related only to the procedures used by networks in reporting what was and what was not broadcast. The report concluded:

". . . . The network, whether it is ABC, NBC, or CBS, acts as a responsible authority in reporting and allowing credits for any interruption occurring at origination or in transmission. The network also has set up detailed procedures for accounting for all local interruptions in a network broadcast and there are a variety of effective controls which insure accuracy and honesty of reports of such local interruption by your individual stations."

The report goes into detail on the auditing and control procedures used by each of the three networks in relation to proof-of-performance reports, and deals with their order and billing procedures and their systems of computing interruption credits. ANA said the study stemmed from queries from members wanting to know how an advertiser can be "reasonably sure" his network programs and commercials are carried as ordered and paid for.

The study, conducted by John W. Jackson of RCA and Douglas H. Miller of General Foods, found only "minor" variations among the networks as to details in processing performance reports, and the following principal differences in procedure:

"NBC and CBS issue proof of performance affidavits and ABC does not, except when specifically requested. ABC feels the affidavits of performance are merely a matter of record.

"ABC and NBC require stations to wire interruptions or local cancellations when they occur, whereby CBS gathers this information from the weekly station report.

"Credits for interruptions or local cancellations are issued separately to the agency by NBC and ABC, but CBS includes all credits in their weekly billing."

The report finds the procedures "meticulous" at all three networks and points out that in addition there are other controls:

"Each station has a legal obligation to maintain a detailed program log under FCC rules, and an obligation to the network to report performance in accordance with that log.

"Each station has an obligation under its contract with the network not to alter any of the network broadcast material.

"Failure of a station to report any interruptions would jeopardize its affiliation with the network.

"Broadcasts are subject to observation by the public, station relations representatives, agency representatives, dealers and distributors, who actually report lapses in station performance.

"Station performance, in many cases, is subject to test checking by monitoring services used by many agencies and advertisers.

"Interruptions of network origin are covered by central broadcast operations reports.

"Interruptions in transmission through AT&T circuits are covered by AT&T reports and also by network reports."

Pabst Appoints Two Blatz Men, Is Expected to Stick With K&E

Pabst Brewing Co. activity was in evidence at top level last week as the brewery recruited advertising and sales executives from its newly-acquired Blatz subsidiary.

James C. Windham, former Blatz and new Pabst president, announced the appointments of Theodore Rosenak as vice president in charge of advertising and Rocco Bunino as vice president over sales. They also will retain similar posts with Blatz and offices at both breweries, Pabst in Chicago's Merchandise Mart and Blatz in Milwaukee. Their appointments were approved by the Pabst board in Chicago Thursday.

Under the realignment, both Barney Brienza, advertising manager, and Richard Hehman, marketing director, will report to Mr. Rosenak. The Rosenak and Bunino appointments reflect newly-created positions.

The status of Blatz' agency, Kenyon & Eckhardt, reportedly did not enter board discussions last week and is expected to remain unchanged. Pabst acquired the Blatz. div. of Schenley Industries for an estimated $15 million about a month ago [ADVERTISERS & AGENCIES, Aug. 4].

Burnett Gets Two More Lines In Allstate Insurance Account

Leo Burnett Co., Chicago, was named Thursday (Aug. 28) to handle Allstate Insurance Companies' life insurance and accident-sickness-hospitalization accounts [AT DEADLINE, Aug. 25]. The agency has handled Allstate fire and casualty lines for 18 months.

Announcing the appointment, Robert E. Gorman, assistant vice president and advertising director, indicated an aggressive campaign for the two new lines, though he declined to predict the estimated advertising outlay. Promotion of accident-sickness-hospitalization will be limited at the outset to Oklahoma and Texas, where policies are now being introduced, but Allstate plans to extend this coverage nationwide by Oct. 1, 1959.

DeWitt L. Jones, Burnett account supervisor on Allstate, said the new lines will enable the company to emphasize "a full circle of protection" in its advertising and promotion campaigns.

Allstate has renewed its sponsorship of CBS-TV's *Playhouse 90* for the 1958-59 season and also is active with syndicated film properties in some cities on a spot basis. The company is a subsidiary of Sears, Roebuck & Co.

BAR Extends Reports To 125 Largest Cities

Broadcast Advertisers Reports Inc., New York, announced last Friday it is extending its television monitoring activities to cover an additional 230 tv stations in 100 additional cities, including in its report information which, among other things, will reflect multiple spotting and product conflicts.

The service marks an expansion of BAR's current activity of monitoring 92 stations in the top 25 markets. The new project will encompass city areas which are next in size to the top 25 cities and will concentrate on monitoring prime evening time at first but later may be expanded.

Information will be collected into the "BAR 100" package and distributed to advertiser and agency clients. The monitoring of prime television spot and network time is set to begin in October. The service is distinct from the "Top 25" report, which monitors stations from sign-on to sign-off. Monitoring is by tape-recording.

Each of the 100 new markets, BAR President Robert Morris said, will be monitored for a full week four times a year—once during each calendar quarter—to provide data on station practices in the spot tv field as well as information on how network-originated programs are handled at the local level. The rates to clients will vary, ranging from $3,500 yearly for agencies with radio-tv annual billing of more than $70 million, down to $500 per year for agencies with billings under $1 million annually.

Some of the specific features of the service, as outlined by BAR:

"All commercial announcements will be shown in order of air occurence; practices such as multiple spotting and product conflicts will be apparent; network time will be logged, indicating clearly instances where local station breaks occupy network time; the report will specify whether the preceding or the following network program was affected by over-time station breaks; spot programs broadcast during prime time will be logged."

BAR noted that "a brand index" will be a useful part of the service. Announcements monitored for each national brand will be accumulated and indexed alphabetically. The "brand index" will show the frequency cities are used by each brand. For competitive checking purposes, brands will be identified in fine detail to show product variations, BAR said.

Tape recordings of the announcements will be kept on file for three months from the day of the recording so that published data may be authenticated.

BALTIMORE SUCCESS STORIES

Ran Sunpapers
JUNE 28

TV
SUCCESS STORY

ADELL CHEMICAL CO.

We have just renewed the LESTOIL contract with your station for the coming year. In fact, we have even added six commercials per week to our original schedule.

In reviewing the LESTOIL sales situation in Baltimore, we note that sales are considerably on the increase. Undoubtedly, your station has been an important factor in helping LESTOIL sales to climb.

May we take this opportunity to thank you for the excellent cooperation you have given us throughout this past year. The extra promotions that you have afforded LESTOIL have certainly been appreciated and we are sure it is partially responsible for LESTOIL'S great acceptance by the people of Baltimore and surrounding areas.

ADELL CHEMICAL CO.
I. L. Eskenasy
Vice-President

WMAR-TV
Channel 2, Baltimore
Sunpapers' Television
"MARYLAND'S PIONEER TELEVISION STATION"

Ran Sunpapers
JULY 5

TV
SUCCESS STORY

RAYCO CO.

RAYCO, America's leading seat cover, convertible top and muffler specialists, is very proud of its consistent and result-full advertising campaign in this Maryland area. Thru most of the entirety of this successful sales building campaign, RAYCO has advertised with spots exclusively on your fine station, WMAR-TV, Channel Two. Time and again Channel Two has proven itself RAYCO'S leading sales builder and in a competitive field such as ours it is gratifying to know that Channel Two home viewers recognize the true value of durable, long wearing and custom quality automotive products.

Thanks again, for your station's wonderful cooperation and its interest in helping us properly present our RAYCO products to potential buyers, contributing greatly to our record-breaking sales volume.

HOWARD W. BARRON
President

WMAR-T
Channel 2, Bal
Sunpapers' Te
"MARYLAND'S
TELEVISION ST

Ran Sunpapers
JULY 26

TV
SUCCESS STORY

LOYOLA FEDERAL
Savings and Loan Asciation

For the past year, Loyola Federal has sponsored 'What's With the Weather' three nights a week on your station, WMAR-TV, Channel Two. We are certainly pleased with the reactions we have received from these telecasts. Almost every day we hear favorable comments about the program from our members and clients.

We are particularly happy about the way George Rogers delivers our messages to the public. He has made himself an integral part of our organization, and I am sure that a large part of the effectiveness of this program is due to his close cooperation. Indeed, our relations with every one connected with your station have always been highly satisfactory.

SAM W. BORDEN
President

WMAR-TV
Channel 2, Baltimore
Sunpapers' Television
"MARYLAND'S PIONEER TELEVISION STATION"

Ran Sunpapers
AUGUST 2

TV
SUCCESS STORY

Salada-Sherriff-Horsey, Inc.

Salada deep-flavor Tea has been introduced in the Baltimore market on WMAR-TV, Channel 2 with great success. Sales are very encouraging. The great medium of television deserves much of the credit.

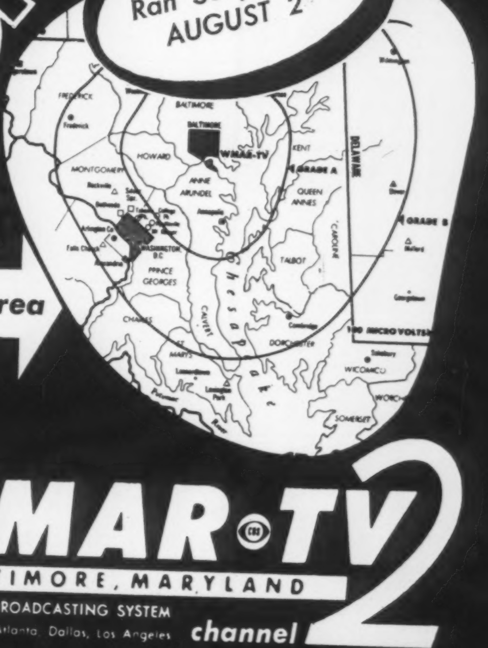
Salada deep-flavor Tea carried an extremely heavy schedule on WMAR-TV. This advertising stressed the deep-flavor of Salada Tea and the fact that the Salada blend contains more of the costlier teas than any other major brand.

Salada Tea, which has long been the best-selling tea in its former area of distribution, including the great tea-drinking nation of Canada, seems well on its way to becoming Baltimore's favorite also. A large part of the reason is WMAR-TV and the wonderful spirit of cooperation which they have displayed.

J. W. COLPITTS
Advertising Manager

WMAR-TV
Channel 2, Baltimore
Sunpapers' Television
"MARYLAND'S PIONEER
TELEV ATI"

Measured Coverage Area



CBS TELEVISION

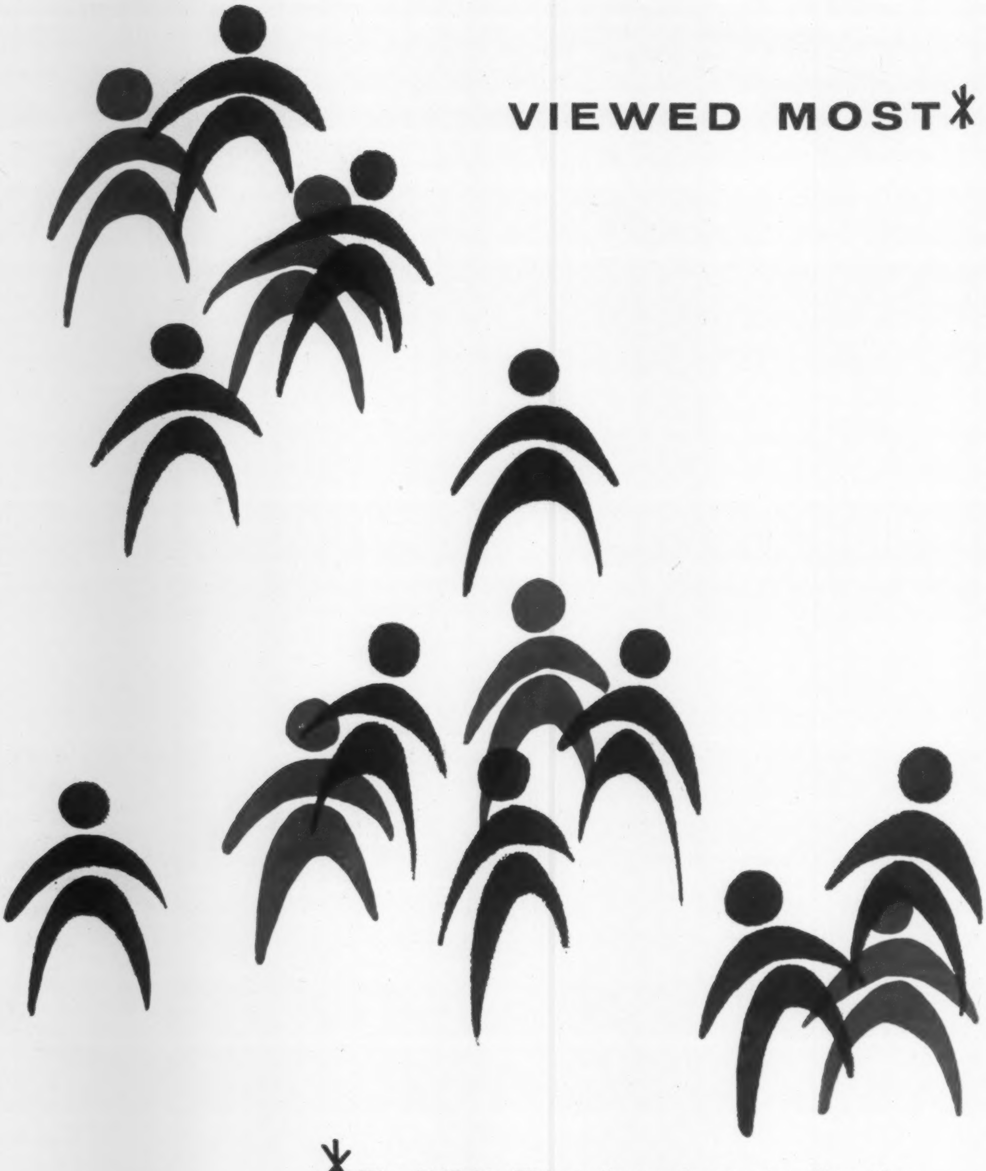
In Maryland, most people watch WMAR-TV

SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone Mulberry 5-5670 TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by **THE KATZ AGENCY, Inc.**, New York, Detroit, St. Louis, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

channel 2


VIEWED MOST*

*The WGAL-TV audience is greater than the combined audience for all other stations in the Channel 8 coverage area. See Lancaster-Harrisburg-York ARB survey.

WGAL-TV

Channel 8 • Lancaster, Pa. • NBC and CBS

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

LATEST RATINGS

ARB

TOP 10 NETWORK PROGRAMS

Tv Report for July

Rank	No. Viewers (000)
1. *Gunsmoke*	44,770
2. *Twenty-One*	33,930
3. *Have Gun, Will Travel*	33,330
4. *Wells Fargo*	30,290
5. *Ed Sullivan*	30,080
6. *Price Is Right*	26,580
7. *I Love Lucy*	26,240
8. *Wyatt Earp*	25,610
9. *I've Got a Secret*	25,140
10. *Perry Mason*	24,970

Rank	Rating
1. *Gunsmoke*	43.2
2. *Twenty-One*	36.8
3. *What's My Line*	33.0
4. *Wells Fargo*	32.5
5. *Have Gun, Will Travel*	31.5
6. *I've Got a Secret*	29.7
7. *Price Is Right*	28.4
8. *Wyatt Earp*	27.9
9. *Ed Sullivan*	27.6
10. *Father Knows Best*	26.2

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv Report for July 13-26

TOTAL AUDIENCE†

Rank	No. Homes (000)
1. *Gunsmoke*	17,157
2. *Have Gun, Will Travel*	13,072
3. *Ed Sullivan*	13,029
4. *I've Got a Secret*	11,911
5. *Wells Fargo*	11,567
6. *Top Ten Lucy Shows*	11,266
7. *GE Theatre*	11,008
8. *Wyatt Earp*	10,879
9. *Buckskin* (wk 2)	10,879
10. *Alfred Hitchcock Presents*	10,793

Rank	% Homes*
1. *Gunsmoke*	40.9
2. *Have Gun, Will Travel*	31.3
3. *Ed Sullivan*	30.9
4. *I've Got a Secret*	28.6
5. *Wells Fargo*	27.5
6. ***Buckskin* (wk 1)	27.3
7. *GE Theatre*	26.9
8. *Top Ten Lucy Shows*	26.8
9. *Wyatt Earp*	26.2
10. *Alfred Hitchcock Presents*	26.1

AVERAGE AUDIENCE‡

Rank	No. Homes (000)
1. *Gunsmoke*	15,953
2. *Have Gun, Will Travel*	11,954
3. *I've Got a Secret*	10,793
4. *Wells Fargo*	10,492
5. *Top Ten Lucy Shows*	10,105
6. *Buckskin* (wk 2)	9,804
7. *GE Theatre*	9,761
8. *Wyatt Earp*	9,761
9. *Alfred Hitchcock Presents*	9,331
10. *Ed Sullivan*	9,288

Rank	% Homes
1. *Gunsmoke*	38.0
2. *Have Gun, Will Travel*	28.7
3. *I've Got a Secret*	25.9
4. *Wells Fargo*	24.9
5. *Top Ten Lucy Shows*	24.1
6. *GE Theatre*	23.8
7. ***Buckskin* (wk 1)	23.7
8. *Wyatt Earp*	23.5
9. *Buckskin* (wk 2)	23.2
10. *Alfred Hitchcock Presents*	22.5

** This rating based on less-than-normal station facilities or duration, because of UN telecast.

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

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PULSE

TOP 20 NETWORK PROGRAMS

Tv Report for June-July

Once-a-Week

Rank	Rating June	Rating July
1. *Gunsmoke*	38.9	35.4
2. *Ed Sullivan*		28.7
3. *Have Gun, Will Travel*	29.8	28.0
4. *Playhouse 90*	29.8	27.9
5. *G.E. Theatre*		25.1
6. *Alfred Hitchcock*	25.7	25.0
7. *Restless Gun*	27.7	24.7
8. *Danny Thomas*	29.2	24.4
9. *What's My Line*	24.7	24.3
10. *Bob Crosby*		24.0
11. *Climax*	25.2	23.7
12. *Tales of Wells Fargo*	26.0	23.6
13. *Wagon Train*	25.6	23.6
14. *Father Knows Best*	25.1	23.5
15. *I've Got A Secret*	22.8	22.8
16. *Wyatt Earp*	26.1	22.7
17. *Cheyenne*	24.7	21.6
18. *Groucho Marx*	25.4	21.6
19. *Loretta Young*	27.5	21.6
20. *Playhouse of Stars*		21.6

Multi-weekly

Rank	Rating June	Rating July
1. *Mickey Mouse Club*	13.7	12.0
2. *The Price Is Right*	11.5	10.7
3. *CBS News*	11.4	10.6
4. *American Bandstand*	9.4	8.8
5. *Art Linkletter*	9.8	8.8
6. *Guiding Light*	9.2	8.7
7. *Search For Tomorrow*	9.1	8.5
8. *Treasure Hunt*	9.0	8.4
9. *Captain Kangaroo*	8.8	8.1
10. *Queen For A Day*	8.8	7.9

Copyright 1958 Pulse Inc.

VIDEODEX

TOP 10 NETWORK PROGRAMS

Tv Report for Aug. 1-7

Rank	% Tv Homes
1. *Wells Fargo*	31.9
2. *Gunsmoke*	28.7
3. *Wyatt Earp*	27.8
4. *Restless Gun*	27.0
5. *Have Gun, Will Travel*	25.2
6. *Twenty-One*	25.0
7. *Lawrence Welk*	23.6
8. *Chevy Show*	23.4
9. *Bob Crosby*	22.8
10. *Price Is Right*	22.4

Rank	No. Tv Homes (000)
1. *Wells Fargo*	10,938
2. *Gunsmoke*	10,119
3. *Wyatt Earp*	9,272
4. *Restless Gun*	8,905
5. *Twenty-One*	8,712
6. *Have Gun, Will Travel*	8,645
7. *Lawrence Welk*	8,252
8. *Chevy Show*	8,100
9. *Bob Crosby*	7,861
10. *Price Is Right*	7,681

Copyright 1958 Videodex Inc.

BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

American Bandstand (ABC-81): participating, Mon.-Fri. 3-3:30, 4-5 p.m.

Buckskin (NBC-181)** Ford (JWT), Thurs. 9:30-10 p.m.

Captain Kangaroo (CBS-106): participating sponsors, Mon.-Fri. 8-8:45 a.m.

CBS News (CBS-62): Whitehall (Bates), Mon.-Fri. 7:15-7:30 p.m.

Chevy Show (NBC-176): Chevrolet (C-E), Sun. 9-10 p.m.

Cheyenne (ABC-119): General Electric (Y&R), alternate weeks, Tues. 7:30-8:30 p.m.

Climax (CBS-145): Chrysler Corp. (M-E), Thurs. 8:30-9:30 p.m.

Bob Crosby (NBC-173): participating sponsors, Sat. 8-9 p.m.

Decision (NBC-144): P&G (B&B), Sun. 10-10:30 p.m.

Father Knows Best (NBC 105): Scott Paper (JWT), alternating with Lever (NL&B), Wed. 8:30-9 p.m.

GE Theatre (CBS-132): General Electric (BBDO), Sun. 9-9:30 p.m.

Guiding Light (CBS-113): Procter & Gamble (Compton), Mon.-Fri. 12:45-1 p.m.

Gunsmoke (CBS-172): Liggett & Myers (D-F-S), alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-148): Lever (JWT), alternating with American Home Products (Bates), Sat. 9:30-10 p.m.

Alfred Hitchcock (CBS-118): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.

I Love Lucy (CBS-146): General Foods (B&B), Mon. 9-9:30 p.m.

I've Got a Secret (CBS-170): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.

Art Linkletter (CBS-93): participating sponsors, Mon.-Fri. 2:30-3 p.m.

Groucho Marx (NBC-160): De Soto (BBDO), alternating with Toni (North), Thurs. 8-8:30 p.m.

Perry Mason (CBS-132): Armour (FC&B), alternating with Libbey, Owens, Ford (FSR), Sat. 7:30-8:30 p.m.

Mickey Mouse Club (ABC-111): participating sponsors, Mon.-Fri. 5-6 p.m.

Playhouse 90 (CBS-134): participating sponsors, Thurs. 9:30-11 p.m.

Playhouse of Stars (CBS-140): Schlitz (JWT), Fri. 9:30-10 p.m.

Price Is Right (NBC-150): participating sponsors, Mon.-Fri. 11-11:30 a.m.

Queen For A Day (NBC-161): participating sponsors, Mon.-Fri. 4-4:45 p.m.

Restless Gun (NBC-109): Warner Lambert (SSC&B), Mon. 8-8:30 p.m.

Search for Tomorrow (CBS-121): Procter & Gamble (Burnett), Mon.-Fri. 12:30-12:45 p.m.

Ed Sullivan (CBS-159): Mercury (K&E), Eastman-Kodak (JWT), Sun. 8-9 p.m.

Danny Thomas (CBS-158): General Foods (B&B), Mon. 9-9:30 p.m.

Treasure Hunt (NBC-168): participating sponsors, Mon.-Fri. 11-11:30 a.m.

Twenty-One (NBC-151): Pharmaceuticals (Kletter), Mon. 9-9:30 p.m.

Wagon Train (NBC-165): Lewis Howe (M-E), Dracjett (Y&R), Edsel (FC&B), Wed. 7:30-8 p.m.

Lawrence Welk (ABC-198): Dodge (Grant), Sat. 9-10 p.m.

Wells Fargo (NBC-161): Buick (M-E), American Tobacco (SSC&B), Mon. 8:30-9 p.m.

What's My Line (CBS-101): Helene Curtis (M-E), alternating with Kellogg (Burnett), Sun. 10:30-11 p.m.

Wyatt Earp (ABC-137): General Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.

Loretta Young (NBC-163): Procter & Gamble (B&B), Sun. 10-10:30 p.m.

ARF Conference Topic: Better Ad Evaluation

The fourth annual conference of the Advertising Research Foundation will be held Oct. 2 at New York's Waldorf Astoria Hotel. "How Can Advertising Be Better Evaluated in Today's Economy?" is its theme.

Speakers in this session will include John F. McGee, senior staff consultant, Arthur D. Little Inc., who will talk on "The Problem: Can the Results of the Ad Budget Be Scientifically Predicted?"; Russell L. Ackoff, director, operations research group, Case Institute of Technology, whose topic will be "How Techniques of Mathematical Analysis Have Been Used to Determine Advertising Budgets and Strategy"; and F. A. C. Wardenburg, director of advertising, E. I. duPont de Nemours & Co., speaking on "One Company's Approach to Measuring Advertising Effectiveness."

At two concurrent 10:45 a.m. sessions William R. Farrell, director of advertising, Monsanto Chemical Co., and an ARF director, will preside over "Relating Industrial Advertising Programs or Plans to Product or Market Opportunities," and A. Edward Miller, assistant to the publisher, *Life* magazine, and member of ARF technical and all media committees, will preside over "Relating Consumer Advertising Programs or Plans to Product or Market Opportunities."

Wallace H. Wulfeck, executive vice president, William Esty Co., and ARF chairman of board and executive committeeman, will preside over the luncheon on the Starlight Roof. Luncheon address topics will be "Why Management Must Know How Much to Spend for Advertising," and "The Relationship of Advertising to Corporate Management," presented by Jay W. Forrester, professor of industrial management, Massachusetts Institute of Technology.

Presiding over the afternoon general session will be Ben R. Donaldson, advertising consultant, Ford Motor Co., and ARF vice chairman of board and executive committee. Wroe Alderson, president, Alderson Assoc., New York, will speak on "Measuring the Sales Effectiveness of Advertising—A Progress Report." The closing meeting, consisting of two concurrent special interest group sessions, will feature "Evaluating Industrial Advertising," with R. C. Christian, executive vice president, Marsteller, Rickard, Gebhardt & Reed Inc., and a member of the conference program committee, presiding, and "Evaluating Consumer Advertising," with R. J. Eggert, marketing research manager, Ford Motor Co., presiding.

Typical Recession Short-Lived, B&B Economic Presentation Says

Recessions historically are short-lived affairs which produce more discussion than damage. This is the stand of Benton & Bowles, major advertising agency, which offers the recession story in chart form.

The B&B graphs originally were prepared for the reference of the agency's executives in developing advertising and marketing plans for the agency's 24 clients. The three-part review of U.S. economic history shows

There can be only ONE

FIRST

and the

Salt Lake Metropolitan Group
(KALL, KLO, KOVO)

IS IT!

Salt Lake Four County Pulse, July, 1958 MON. thru FRI.

	6 a.m. to 12 noon	12 noon to 6 p.m.	6 p.m. to 12 midnight
IMN	**25.9**	**26.7**	**31.2**
Station B	20.8	18.8	19.9
Station C	16.1	16.5	15.3
Station D	9.5	10.3	9.5
Station E	13.0	12.1	13.1
Station F	5.2	4.0	×
Misc.	9.3	11.7	11.1

No. 1 AS A GROUP & No. 1 IN EACH Market

SALT LAKE CITY HOOPER, June-July 1958 .. KALL No. 1
WEBER COUNTY PULSE, Feb. 1958 .... KLO No. 1
UTAH COUNTY PULSE, Feb. 1958 .... KOVO No. 1

There's No Doubt About It . . .
IMN Salt Lake Metro Group
IS No. 1
In the Greater Salt Lake Market

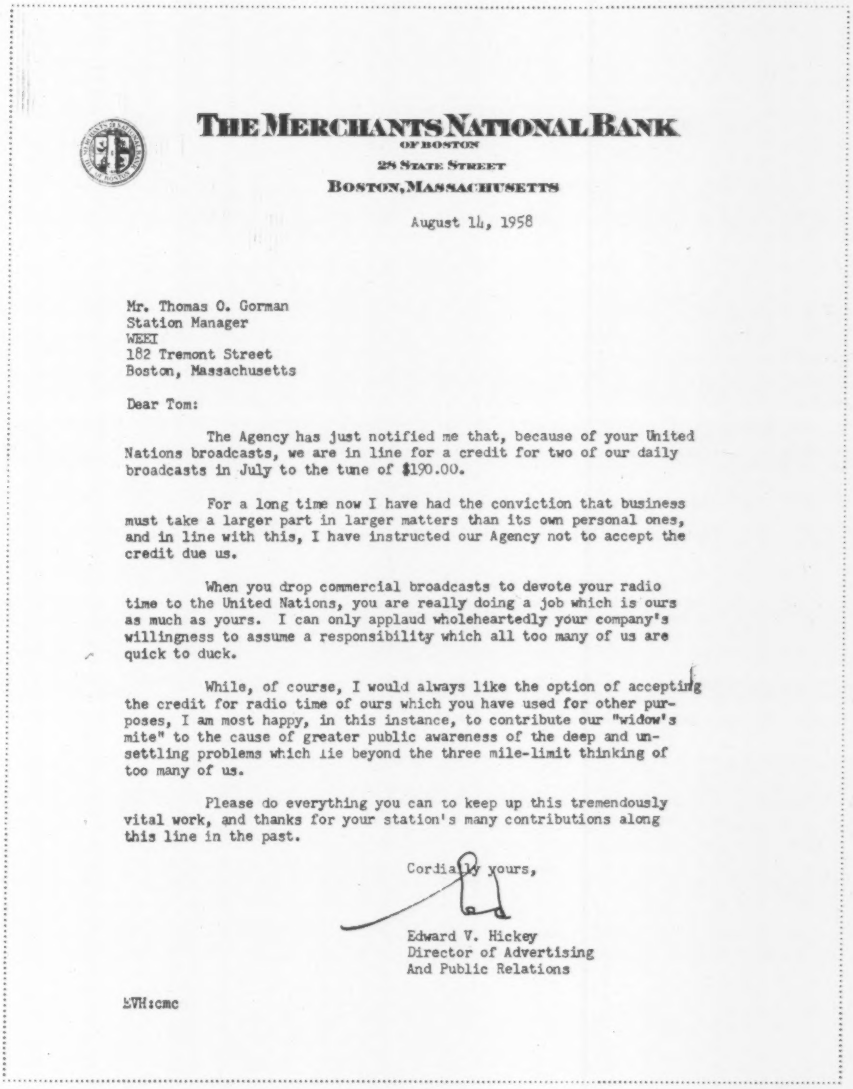
SALT LAKE CITY
DENVER

THE INTERMOUNTAIN NETWORK
See Your Avery-Knodel Man Today

The Case of the Bank That Refused to Take Money

—not out of charity, but out of esteem. Recently, The Merchants National Bank in Boston told WEEI Radio to disregard the credit due them for pre-empting two programs they sponsor. WEEI had felt the U. N. proceedings on the Mideast warranted unconditional radio coverage. CBS News was at the Security Council meetings, its microphones relaying some of the world's most historic moments. Holding the conviction that business should "take a larger part in larger matters than its own personal ones," The Merchants National Bank elected not to accept their credit.

Now this may appear as a simple gesture of appreciation, but to us it meant a great deal more. It was a sponsor's vote of confidence in what WEEI stands for. WEEI has always had an earnest belief in its role of public service: Each week we schedule at least 32 hours of news, representing over 269 different programs. 165 of these shows originate at WEEI. The station maintains the largest radio news staff in Boston. Each of its announcers is, in addition, a well-known, respected personality. CBS News, of course, is world renowned. There is probably no finer, more enterprising news agency in the world. Working together, these local and network journalists have brought to WEEI the finest reputation a station can enjoy.



THE MERCHANTS NATIONAL BANK
OF BOSTON
28 STATE STREET
BOSTON, MASSACHUSETTS

August 14, 1958

Mr. Thomas O. Gorman
Station Manager
WEEI
182 Tremont Street
Boston, Massachusetts

Dear Tom:

The Agency has just notified me that, because of your United Nations broadcasts, we are in line for a credit for two of our daily broadcasts in July to the tune of $190.00.

For a long time now I have had the conviction that business must take a larger part in larger matters than its own personal ones, and in line with this, I have instructed our Agency not to accept the credit due us.

When you drop commercial broadcasts to devote your radio time to the United Nations, you are really doing a job which is ours as much as yours. I can only applaud wholeheartedly your company's willingness to assume a responsibility which all too many of us are quick to duck.

While, of course, I would always like the option of accepting the credit for radio time of ours which you have used for other purposes, I am most happy, in this instance, to contribute our "widow's mite" to the cause of greater public awareness of the deep and unsettling problems which lie beyond the three mile-limit thinking of too many of us.

Please do everything you can to keep up this tremendously vital work, and thanks for your station's many contributions along this line in the past.

Cordially yours,

Edward V. Hickey
Director of Advertising
And Public Relations

EVH:cmc

From letters, personal thanks, surveys and ratings, we know what our listeners think of us. Just recently, for example, they told a leading research organization that of all the media in Boston, they thought radio was the most indispensable. In particular, they felt that WEEI was the most trustworthy, authoritative station. In a time of national crisis, they said, this is the station they would turn to for information and instruction.

It takes a long time and a lot of effort for a station to achieve this kind of distinction. And though WEEI operates chiefly in the "public interest, necessity and convenience"—we are proud, too, to acknowledge the unqualified support of our sponsors.

To The Merchants National Bank, our sincerest thanks.

WEEI Radio

REPRESENTED BY CBS RADIO SPOT SALES

that of the 12 economic downturns since 1897, only one lasted more than a year and only three showed a decline of more than 6%.

The agency charted the gross national product by years and quarter-years. It found that of the four downturns since 1941, three were virtually halted by the third quarter and the fourth or current downturn "appears to be following this pattern." The charts show that consumer expenditures either declined only slightly or actually went up during these four periods.

Stronger Cup of Coffee Urged To Solve Problems of Exporters

"Coffee—and make it strong!"

This is the demand Pan American Coffee Bureau hopes could become a stock phrase in U.S. households. If coffee-exporting countries go along, there will be additional advertising and promotion in the U.S. in an effort to boost the U.S. market for green coffee.

The bureau has a $2 million budget for advertising-promotion gained by a 10-cents levy on every imported bag. Its executive committee has recommended that the advertising and promotion effort be increased by lifting the rate to 25 cents. The bureau places about $600,000 in radio-tv.

The bureau's research department finds a "rate of deteriorization" in home use of roasted coffee. In 1949 the number of cups made from a pound of roasted coffee in the average U.S. home was 45.9 but in 1947 it rose to 64.6.

The bureau's counterpart, Tea Council of the U.S.A., through its agency, Leo Burnett, Chicago, has an estimated $2.2 million budget, most of it in broadcast media. The coffee bureau's agency is Fuller & Smith & Ross, New York.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE,

SEEDTIME & HARVEST • General Motors Corp. (Buick) last week pinned down details of its plans for 13-week saturation campaign of Bob Hope comedy skits on NBC Radio [ADVERTISERS & AGENCY, Aug. 18]. Buick will start skits on *Monitor* Sept. 12 in accord with "idea-planting concept" of NBC Vice President Matthew J. Culligan with two objectives: to get message of new Buick line to motorists via auto radios and to start familiarizing public with Buick's tv and print media themes. Agency: McCann-Erickson, Detroit.

RAYCO PUSH • Rayco Mfg. Co. (auto seat covers, convertible tops and mufflers), Paterson, N. J., launching 16-week campaign Thursday (Sept. 4), using 2,100 one-minute spot radio announcements per week on 77 stations and 160 one-minute filmed commercials per week on 53 tv stations. Agency: Emil Mogul Co., N. Y.

MAY GO NETWORK • Although Wildroot Co. is set to move with eight-week nighttime tv spot campaign in about 50 markets beginning end of September for Wildroot Cream Oil through BBDO, N. Y., it is understood Harold F. Richie Inc., which has been planning similiar 28-week tv spot drive for Brylcreem through Kenyon & Eckhardt, is considering switch to network time instead. Brylcreem has been successful late night tv spot user.

AFTER DARK • Philip Morris Inc. (Parliament cigarettes) lining up availabilities for early fall spot tv campaign, concentrating on obtaining nighttime minute periods. Agency: Benton & Bowles, N. Y.

NEW AND AGAIN • New and renewal business amounting to approximately $3.2 million in gross billings was reported by NBC-TV last week for participations on network's *Today* (Mon.-Fri. 7-9 a.m.) and *Jack Paar Show* (Mon.-Fri. 11:15 p.m.-1 a.m.) by eight advertisers who have signed since Aug. 1. Purchases were highlighted by 52-week order from E. I. Du Pont de Nemours & Co., Wilmington, Del., through BBDO, N. Y., for 160 participations on *Today* and 21 participations on *Paar*. Advertisers who have bought into both shows are National Presto Industries Inc. (electric housewares), Eau Claire, Wis., through Donahue & Coe, N. Y.; Bulova Watch Co., N. Y., through McCann-Erickson, N. Y., and Sandura Co. (floor coverings), Philadelphia, through Hicks & Greist, N. Y. Renewal orders for *Paar* have been placed by North American Philips Co. (Norelco shavers), N. Y., through C. J. LaRoche Co., N. Y.; General Foods Corp. (Postum), White Plains, N. Y., through Young & Rubicam, and Jackson & Perkins (rosebushes), Newark, N. J., through Maxwell Sackheim & Co., N. Y. Stark Bros. Nurseries and Orchards Co., Louisiana, Mo., has ordered one participation on *Today* for Sept. 24.

SIGNED ON CBS • CBS Radio last week announced several new buys: R. J. Reynolds Tobacco Co., through William Esty Co., N. Y., signed for multiple five minute news and music segments beginning today (Sept. 1); Pepsi-Cola Co., through Kenyon & Eckhardt, N. Y., 11 weekly "Impact" segments for 14 weeks starting Sept. 19; Charles Pfizer & Co., through J. M. Mathes Inc., N. Y., weekly quarter-hour of *Arthur Godfrey Time* for 26 weeks starting Sept. 15; Chrylser Corp., through Leo Burnett Co., Chicago, 30 weekly "Impact" segments for three weeks in fall; Chrysler Corp. Plymouth Div., through N. W. Ayer & Son, Phila., 16 weekly "Impact" segments in fall, and firm's Dodge Div., through Grant Adv., N. Y., total of 16 "Impact" segments.

AGENCY APPOINTMENTS

Allied Florists Assn. of Illinois appoints Clinton E. Frank Inc., Chicago, effective Oct. 1. **Perry L. Brand** will supervise account, formerly handled by Erwin Wasey, Ruthrauff & Ryan Inc.

Swift & Co. (meat packer), Chicago, appoints Shelton R. Houx Adv., Des Moines, as agency for its Iowa Packing Co. (Swift division) account (Old Homestead meat products) effective Sept. 1. Business formerly handled by J. M. Hickerson Inc., N.Y. and Des Moines, of which Mr. Houx was v.p. and general manager in latter office.

W. F. Straub & Co. (producers of Lake Shore honey and churned honey) names Gorden Best Co., Chicago.

Cherry-Burrell Corp. (dairy, food, other supplies), Cedar Rapids, Iowa, appoints W. D. Lyon Co., Cedar Rapids, effective Oct. 31. Account formerly was handled by The Buchen Co., Chicago.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 125,435,000 people in the U. S. over 12 years of age during the week Aug. 17-23. This is how they spent their time.

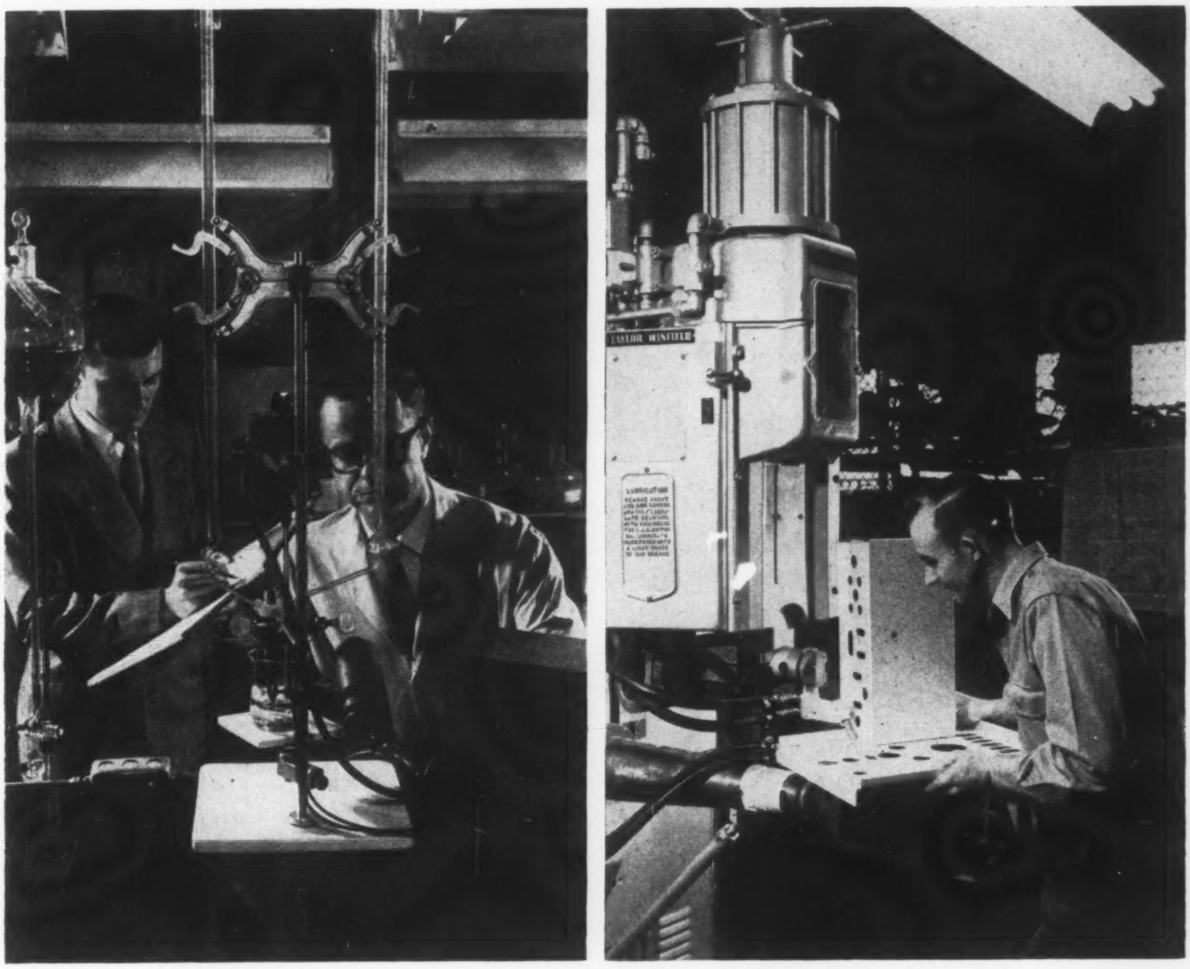
64.2%	(80,480,000)	spent	1,394.7 million hours	WATCHING TELEVISION
59.9%	(75,136,000)	spent	1,123.6 million hours	LISTENING TO RADIO
83.2%	(104,362,000)	spent	397.8 million hours	READING NEWSPAPERS
34.7%	(43,569,000)	spent	196.8 million hours	READING MAGAZINES
23.9%	(29,979,000)	spent	331.4 million hours	WATCHING MOVIES ON TV
48.5%	(60,795,000)	spent	258.4 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly cumulative figures. People, numbers and percentages, are figured on an average daily basis.

* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of Aug. 1, Sindlinger data shows: (1) 110,071,000 people over 12 years of age see tv (87.8% of the people in that age group); (2) 42,656,000 U. S. households with tv; (3) 46,965,000 tv sets in use in U. S.



You'll have to do a lot of research to beat this kind of development

With the field of physical science front and center in all minds today, consider the prominent part played by Metropolitan Washington. Our biggest business firm, the Federal Government, has become a virtual partner with American industry in research and development. In 1956 Federal funds financed 49% of all national expenditures in this direction. Research and development organizations in or around Washington, D. C. employ some 35,000 persons. Ours is now the nation's *sixth* largest scientific and technical labor force. Whether America is at peace or in a cold war, these people seem certain to stay—and to grow.*

Staying and growing right along with them will be WWDC, Radio Washington. According to PULSE, month after month, we're FIRST in the hearts of our local countrymen—6 A.M. to midnight, Monday through Sunday. And you can't do any better than that! We have a simple formula — to be a listenable *station to our audience, and a* promotional *station to our hundreds of national and local advertisers. The mutually happy result—ever-increasing listeners for us, ever-increasing sales for you.*

WWDC *radio Washington*

Economic Development Committee, Washington Board of Trade* **REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

THIS

B
MEL HARRIS

This is another in our series about successful people in advertising. Peters, Griffin, Woodward, Inc. Spot Television

IS MR. PENNYPROFIT

. . . counting his blessings, which are considerable, in spite of the very small profit he makes on every item he sells.

Mr. Pennyprofit advertises widely—but does not apply it with a broad brush. "Sell big where the selling is good, and save wisely when you can" he says—and does. Spot television is so obedient to his bidding in both respects that his blessings grow and grow each year—and so does his advertising budget!

Your PGW Colonel would like to send you "Spot Television Cost Yardsticks" which will show you how spot television can obey your budget requirements, either large or small, everywhere!

Just write to Peters, Griffin, Woodward, Spot Television, 250 Park Avenue, N. Y. C.

WEST			
KBOI-TV	Boise	2	CBS
KBTV	Denver	9	ABC
KGMB-TV	Honolulu	9	CBS
KMAU KHBC-TV	Hawaii		
KTLA	Los Angeles	5	IND
KRON-TV	San Francisco	4	NBC
KIRO-TV	Seattle-Tacoma	7	CBS

MIDWEST			
WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth-Superior	6	NBC-ABC
WDAY-TV	Fargo	6	NBC-ABC
KMBC-TV	Kansas City	9	ABC
WISC-TV	Madison, Wis.	3	CBS
WCCO-TV	Minneapolis-St. Paul	4	CBS
WMBD-TV	Peoria	31	CBS

SOUTHWEST			
KFDM-TV	Beaumont	6	CBS
KRIS-TV	Corpus Christi	6	NBC
WBAP-TV	Fort Worth-Dallas	5	NBC
KENS-TV	San Antonio	5	CBS

EAST			
WBZ-TV	Boston	4	NBC
WGR-TV	Buffalo	2	ABC
KYW-TV	Cleveland	3	NBC
WWJ-TV	Detroit	4	NBC
WJIM-TV	Lansing	6	CBS
WPIX	New York	11	IND
KDKA-TV	Pittsburgh	2	CBS
WROC-TV	Rochester	5	NBC

SOUTHEAST			
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WSVA-TV	Harrisonburg, Va.	3	ALL
WFGA-TV	Jacksonville	12	NBC
WTVJ	Miami	4	CBS
WDBJ-TV	Roanoke	7	CBS

PETERS, GRIFFIN, WOODWARD, INC.
SPOT TELEVISION

Pioneer Station Representatives Since 1932

NEW YORK • CHICAGO • DETROIT • HOLLYWOOD • ATLANTA • DALLAS • FT. WORTH • SAN FRANCISCO

QUIZ SHOWS STALKED BY MR. D.A.

- **Scandal charges hit major television network program format**
- **Will audiences continue to watch if they think shows rigged?**

The future of $100 million-a-year worth of television network quiz programs was jeopardized last week by threats of the first major scandal in television history.

As the New York district attorney began investigating allegations that one and possibly two of television's biggest quizzes were rigged, advertising and programming executives wondered if a staple television format had been ruined.

Two-dozen quiz shows are now on the television networks, almost all of them on CBS-TV and NBC-TV. Together they represent a total yearly budget of $60 million for time and $40 million for talent and production.

Two of the shows had been hit by direct publicity, one of them after it had already been killed by an outraged sponsor. *Dotto,* cancelled over the Aug. 16 weekend [NETWORKS, Aug. 25], was under intense investigation. *Twenty-One,* 1958's biggest quiz hit, was accused of fakery by a contestant who won $50,000 by assertedly parroting answers prepared for him in advance.

After days of gory journalism and innuendos, the quiz confusion appeared to be assuming aspects of sanity at the weekend.

Frank S. Hogan, New York district attorney, conceded Thursday (Aug. 28) his probers had not come up with any evidence that would warrant grand jury action. He summed it up this way, "As of now I don't think much of the whole thing."

He added, "A lot more digging will be necessary before I can say there is anything serious or not." A dozen witnesses were scheduled for Friday interviews by his office.

NBC and CBS, victims of the charges and counter-charges, voiced readiness to cooperate in official investigations and said they had made their own inquiries into oft-heard rumblings about the honesty of quiz procedures.

NBC stoutly defended the integrity of its *Twenty-One*. Jack Barry and Dan Enright, producers, said they will give the D.A. evidence proving the Stempel charges (below) are false. NBC said:

"The charges made by Herbert Stempel against the quiz show *Twenty-One* first came to our attention over a year ago. At that time we made an investigation and found them to be utterly baseless and untrue. We are completely convinced of the integrity of *Twenty-One* as a program and of the integrity of its producers, Barry & Enright.

"At the time these charges were first brought to our attention, and shortly thereafter, two major New York newspapers made thorough investigations of them and apparently concluded, as we did, that they had no basis in fact. As a result, they printed nothing."

Similarly Charles Van Doren, Columbia U. instructor who won $129,000 on *Twenty-One*, voiced "complete faith in the honesty of the show." He competed against the complaining Mr. Stempel. "If Stempel, who is a very smart man, deliberately lost to me, then I had no right to win the money," Mr. Van Doren said, adding, "I lost honestly. At no time was any pressure put upon me. At no time was I coached or tutored."

Colgate-Palmolive, sponsor of *Dotto,* and CBS-TV last week broke the silence they had maintained as to why the popular tv quiz program had been yanked off the air. Prompting their comments was an investiga-

THE QUIZ PHENOMENON

The quiz program has become a fixture on network tv along with westerns, situation comedies and mysteries. More than a year ago, BROADCASTING spotlighted the fact that tv quizzes paid off for the advertiser as well as for the contestant [LEAD STORY, March 18, 1957].

At that time, some 12 network tv quiz programs—of the substantial money class—flourished on the airwaves. A quick check of network schedules shows about twice that number either now on the air or scheduled to go on.

The quiz format is sprinkled liberally in CBS-TV and NBC-TV schedules in both daytime and nighttime. ABC-TV traditionally has been "clean" of quiz programs. Right now, it has a semi-serious quiz game, *Anybody Can Play,* an R. J. Reynolds-sponsored program, that is in the Sunday, 8:30-9 p.m. period. One ABC-TV spokesman said last week the only "rigged" shows on ABC-TV are its numerous westerns, "We always know the hero is going to win."

Big national advertiser names—among them Procter & Gamble, Colgate-Palmolive, Lever Bros., Speidel, Brown & Williamson, Pharmaceuticals Inc., P. Lorillard and Kellogg—are sponsors of various quizzes.

NBC-TV's daytime schedule has five quiz shows running Mon.-Fri. and CBS-TV similarly has four. On NBC-TV, the block of quiz or participation shows is solid from 10 a.m. through 12:30 p.m. with *Dough Re Mi, Treasure Hunt, The Price Is Right* (daytime version), *Concentration* and *Tic Tac Dough.* From 2-3 p.m. *Truth or Consequences* and *Haggis Baggis* are on. The nighttime schedule on NBC-TV has such known quiz programs as *Haggis Baggis* and *Twenty One* on Monday night; *Win With A Winner* on Tuesday night (which goes off Sept. 16); *The Price is Right* which starting in September goes from Thursday to Wednesday night; *Tic Tac Dough* (nighttime version) on Thursday night (which reportedly will switch slots with *Haggis Baggis),* and such others slated in the fall for Thursday night, as *You Bet Your Life* and *The $64,000 Challenge,* the latter moving to NBC-TV from CBS-TV. *Challenge* will replace *Music Bingo,* a summer quiz. A summer run of *Big Game* (Friday night) ends soon.

The CBS-TV Mon.-Fri. daytime quiz shows include *For the Love of Money, Play Your Hunch, Top Dollar* and *The Big Payoff.* Nighttime shows are *Challenge* (which goes to NBC-TV when *The $64,000 Question* resumes on CBS-TV Sept. 21 Sundays 10-10:30 p.m.); *Name that Tune* on Tuesday evening, *Bid 'n' Buy* also on Tuesday evening.

If any program can be said to be the one which started the quiz boom on network tv, it is *The $64,000 Question.* The program began on CBS-TV in 1955, became an immediate hit and one of the biggest advertising success stories in tv.

Annual sales of Revlon, the *Question's* first sponsor, rose from $33.6 million in 1954 to $51.6 million in 1955 and $85.7 million in 1956.

Revlon's "Living Lipstick," the first product advertised on *Question,* fell 30 days behind orders and had to be rationed to dealers.

The all-time record of $252,000 in quiz show winnings resided up to yesterday (Aug. 31) with Teddy Nadler, a 49-year-old former U.S. Civil Service clerk who lives in St. Louis. Before he became a quiz answer man on *The $64,000 Challenge* (CBS-TV Sunday 10-10:30 p.m.), Mr. Nadler never made more than $70 a week. He was slated to match wits again yesterday.

Other quiz kings: Charles Van Doren, a Columbia U. instructor, who won $129,000 on *Twenty-One* (NBC-TV); Elfrida von Nardroff, an ex-personnel manager studying for a doctorate, who piled up $220,500 on the same program; Leonard Ross, who at age 11 picked up $164,000 in winnings on two programs, and Mr. and Mrs. Erik Gude, who are being paid in $100-a-week installments a total sum of $120,400 won on *Do You Trust Your Wife?,* formerly on CBS-TV.

SHIRLEY STILL GETS SPONSOR NODS

A group of five national advertisers have signed to sponsor the *Shirley Temple Festival* (six feature movies starring the young Miss Temple) on 63 National Telefilm Assoc. Network stations October through December. Representatives of the sponsors (seated l to r) pictured at the contract signing: Lawrence Phillips, merchandising vice president, Phillips Van Heusen Corp. (men's wear), New York; Oliver A. Unger, president, NTA; Ed Kantrowitz, advertising manager, Necchi-Elna Sales Corp., New York; Benjamin F. Michton, board chairman, Ideal Toy Corp., New York. (Standing l to r): Hal Davis, radio-tv vice president, Grey Adv. Inc., New York (agency for all five sponsors); William Brennan, account supervisor, Shwayder Bros. (Samsonite luggage); William Koblenzer, network sales director, NTA; William Overend, account supervisor, Necchi-Elna, and Saul Waring, account supervisor, Ideal Toy. Fifth sponsor is the Radio-Tv Div. of Westinghouse Electric, Metuchen, N. J.

tion started in New York by the district attorney's office.

The Colgate company last Wednesday issued a statement saying that on Aug. 7 a "standby contestant on the daytime *Dotto* program of May 20 contacted . . . [Colgate] and submitted an affidavit regarding an incident which he stated had occured in connection with that show." Colgate said it acted immediately on the information, of which it had known nothing earlier and "within hours set in motion an investigation which resulted in the cancellation of both the daytime [CBS-TV] and nighttime [NBC-TV] *Dotto* shows, effective Aug. 16. The matter also was brought to the attention of both networks."

Colgate said it welcomed the entry of the district attorney's office into the case and offered "full cooperation."

CBS-TV's Hubbell Robinson Jr., executive vice president in charge of network programs, also pledged cooperation with the district attorney and, at the same time, asked the investigators to turn over any information they might uncover "with respect to any irregularity in any quiz show on our network so that we can take appropriate action."

Mr. Robinson said CBS-TV had conducted an inquiry of its own during the week following cancellation of *Dotto* into all quiz shows on the network, but "we have been unable to discover any improper procedures on any such quiz shows." He noted, however, that CBS-TV did not have the subpoena and other powers that the district attorney possesses.

The CBS-TV executive said the network neither owned nor produced any of the quiz shows. All are contracted for by sponsors from independent producers.

Mr. Robinson said: "While we are anxious not to carry any programs which might defraud or mislead our audience, we deem it equally our obligation not wantonly to destroy the valuable program property of a third person simply on the basis of rumor and gossip and without having real evidence that the owner of such a property is guilty of a fraud."

The D. A.'s office Thursday, on its own volition, acknowledged the cooperation it was getting from CBS-TV and Frank Cooper Assoc., the independent package firm that owned and produced *Dotto*.

By midweek, identification of the standby contestant who had been questioned on *Dotto* had been made. He is Edward Hilgemeier Jr., an actor and parttime butler. It was learned that it was also his affidavit that had been filed with the FCC. This affidavit, it is said, charged that the show was rigged to favor another contestant and that Mr. Hilgemeier and still another contestant allegedly received payment as a result of his knowledge of the incident.

The district attorney's office gave this official version of its role:

The office was called into the *Dotto* case on Aug. 23 when Mr. Hilgemeier volunteered information. He has been interrogated; so have a dozen others.

Another man, Herbert Stempel, identified as having been $50,000 winner on *Twenty-One* on NBC-TV, also was interrogated, according to the district attorney's office. An authority said the district attorney's office would identify Mr. Stempel because the *New York Journal-American* had written about him and that the *Journal-American* was correct because the newspaper had "brought him into the office" for questioning. Officials gave no indication of the nature of his statement, but the *Journal-American* reported Mr. Stempel had said he was given his winning answers.

Earlier in the week, BROADCASTING interviewed David S. Worgan, executive assistant district attorney. (Frank S. Hogan, nominee on the Democratic ticket in New York for U. S. Senator, is district attorney in New York.) Mr. Worgan said his office was willing to talk to "anybody who knows anything" about the *Dotto* or other tv quiz cases. He said the investigators sought the "whole picture." He said it was not known if a crime had been committed or under what law any malpractice would come.

The attorneys at Mr. Hogan's office were uncertain as to whether irregularities on a quiz show would constitute a crime. But crime or not if "unethical" practices were discovered, they said, "we will bring them to the attention of the public."

Network officials for the most part refused to discuss specifics of *Dotto* or related problems. One executive, however, pointed out contestant complaints were nothing new, that the network has been receiving them occasionally for some years, "particularly from contestants who lost out." Each one was looked into by the network. "We could not afford to do otherwise," he said.

Others, however, took a gloomier view. They feared the *Dotto* incident might reflect on all quiz shows, whether rightly or not, and make all of them suspect.

Reportedly FCC's request of CBS-TV for an explanation of the affidavit filed with it on *Dotto* [NETWORKS, Aug. 25] had not yet been complied with, but CBS-TV and NBC-TV did inform the Commission of *Dotto's* cancellation.

Tv Audience Up 9% at Night, 14% in Day, TvB Figures Show

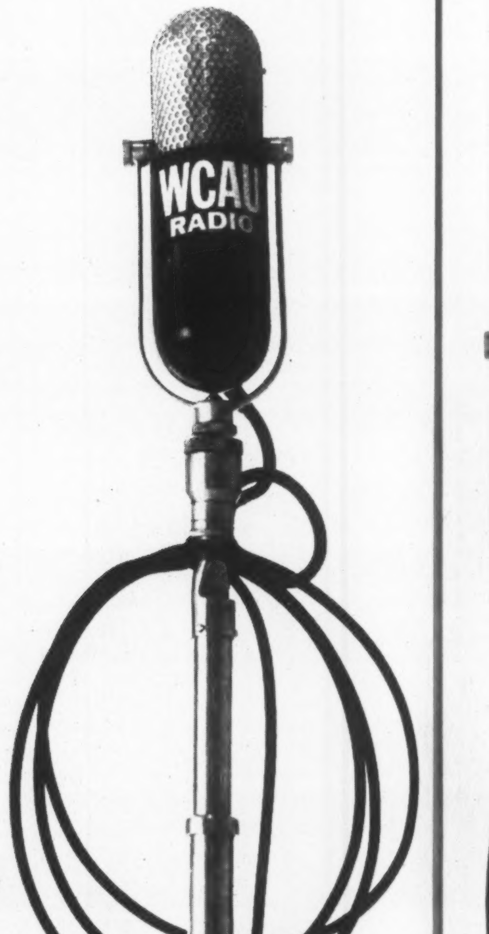
An increase of 9% in average evening program audiences and a 14% rise in average daytime audience was shown in the first seven months of 1958, according to Television Bureau of Advertising's January-July report issued last week. The report again indicates a constant upward trend with the seven-month period report setting new record highs. Average weekday daytime programs reached 428,000 more homes per broadcast than in 1957; the average increase for evening programs was 716,000 homes, TvB reported.

NETWORK TV PROGRAM AUDIENCES

January-July each year
Nielsen Total Audience Basis

Average evening program*	Rating	Homes
1955 (137)	21.2%	5,864,000
1956 (134)	22.1%	6,954,000
1957 (124)	22.6%	8,262,000
1958 (127)	22.3%	8,978,000
Average weekday daytime program		
1955 (47)	8.3%	2,288,000
1956 (49)	8.7%	2,743,000
1957 (53)	8.5%	3,037,000
1958 (59)	8.8%	3,465,000

* Number of programs shown in parentheses



WCAU Radio now joins the nation's most distinguished group of stations . . . The C

WCAU, Philadelphia: affiliated with The CBS Radio Network since 1927 . . . represented by CBS Radio Spot Sales. 50,000 watts, 1210 kilocycles.

WCA

KCBS RADIO
KNX RADIO
WBBM RADIO
WCBS RADIO
KMOX RADIO
WEEI RADIO

eCBS-Owned Radio Stations

WCAU, Philadelphia / KCBS, San Francisco / KNX, Los Angeles / WBBM, Chicago / WCBS, New York / KMOX, St. Louis / WEEI, Boston

NBC-TV HERALDS DAYTIME SALES

- **$64 million in till; 70% of programming sold**
- **CBS-TV 78% sold; ABC-TV building 'Daybreak'**

NBC-TV was radiating daytime cheer last week.

Walter D. Scott, network sales vice president, announced that daytime orders amounting to approximately $64 million in gross advertising revenues had already been placed with NBC-TV for the fall season.

Don Durgin, vice president and national sales manager, followed this by pointing out, in releasing the network's new "report on daytime" presentation, that the $64 million (representing time and talent) was the biggest volume of daytime business (Monday-Friday, 10 a.m. to 5 p.m.) ever recorded by NBC-TV. He said daytime sales not only were running well ahead of last year but that advertisers were buying longer station line-ups this year.

He estimated that for the fourth quarter, approximately 70% of the daytime periods have been sold, as against about 60% a year ago.

Mr. Durgin stated that "every bit" of business on NBC-TV, daytime or nighttime, was sold "at rate card," and that he was confident the same was true at CBS-TV.

"No third network can make that statement," he added.

A CBS-TV official reported that his network was 78% sold in daytime—exactly the same percentage as a year ago at this time. ABC-TV has no real basis for comparison with 1957; until this year it has done little daytime programming. But officials report approximately 95% of the 60 weekly quarter-hours scheduled for its "Operation Daybreak" project this fall have been sold, and 10 additional quarter hours are being added.

Mr. Durgin also reported that NBC-TV has revised its contiguous rate policy to avoid penalizing advertisers who wish to buy multiple periods on the same day but cannot do so because the time is not available. For example, Mr. Durgin explained, an advertiser wanting but not able to get four quarter hours on the same day will be allowed to get the contiguous rate even though some of the four must be scheduled on different days. But such advertisers will be required to specify a "base" day and then move their programs to that day as time becomes available.

Mr. Durgin attributed NBC-TV's daytime upswing to four factors:

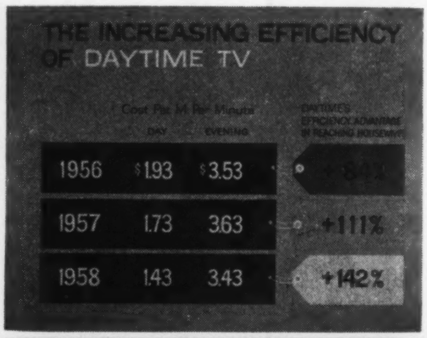
- Major investments involving multiple program orders from a number of major advertisers new to NBC-TV—Frigidaire Div. of General Motors, H. J. Heinz Co., National Biscuit and Sunshine Biscuit.
- Important advertisers returning to NBC-TV after several years' absence—General Mills and Pillsbury Mills, for example.
- Increased orders by present advertisers—such as Alberto-Culver Co., Whitehall Labs, Armour & Co. and Lever Bros.
- Renewal of existing business by advertisers—such as Procter & Gamble, Miles Labs, Mentholatum Co., Sterling Drug, Brillo, Chesebrough-Ponds and Standard Brands.

Mr. Durgin said four daytime programs are 100% sold: *Treasure Hunt, The Price Is Right, Tic Tac Dough* and *Queen For A Day;* that *It Could Be You* is 95% sold; that *Today Is Ours,* which started June 30, is 75% sold, and that *County Fair,* set to start Sept. 22, is 60% sold.

NBC's new report on daytime stresses daytime television as "the fastest growing advertising medium" (daily home hours of viewing up 45% over 1956) and as "the young housewife medium" (homes with housewives aged 16 to 34 average 12.5 hours of viewing a week, compared to the U. S. average of 10.5 hours). Daytime's cost per thousand per minute ($1.43) was rated 142% more efficient in reaching housewives than is nighttime ($3.43).

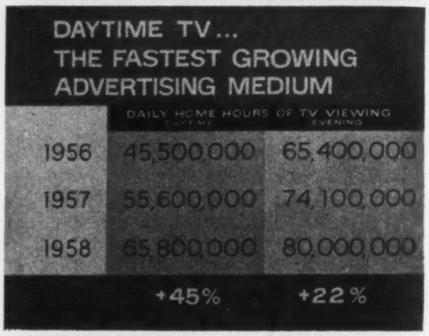
Robert McFadyen, NBC-TV director of sales development, cited the following case histories showing how NBC-TV advertisers use daytime:

Corn Products Refining Co. uses three daytime quarter-hours a week at a cost of about $180,000, delivering 139 million women impressions as compared to 51 million reached with a similar expenditure for an average evening half-hour.



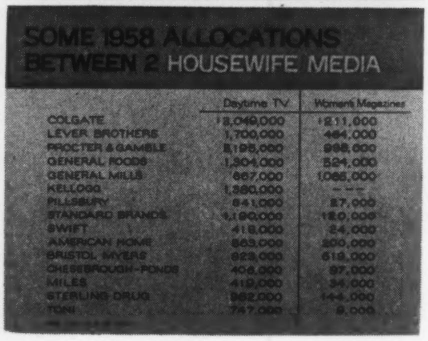
THE INCREASING EFFICIENCY OF DAYTIME TV

	Cost Per M Per Minute DAY	EVENING	DAYTIME'S EFFICIENCY ADVANTAGE IN REACHING HOUSEWIVES
1956	$1.93	$3.53	+84%
1957	1.73	3.63	+111%
1958	1.43	3.43	+142%



DAYTIME TV... THE FASTEST GROWING ADVERTISING MEDIUM

	DAILY HOME HOURS OF TV VIEWING DAYTIME	EVENING
1956	45,500,000	65,400,000
1957	55,600,000	74,100,000
1958	65,800,000	80,000,000
	+45%	+22%



SOME 1958 ALLOCATIONS BETWEEN 2 HOUSEWIFE MEDIA

	Daytime TV	Women's Magazines
COLGATE	$3,049,000	$211,000
LEVER BROTHERS	1,700,000	464,000
PROCTER & GAMBLE	8,195,000	998,000
GENERAL FOODS	1,304,000	524,000
GENERAL MILLS	667,000	1,065,000
KELLOGG	1,380,000	— — —
PILLSBURY	641,000	27,000
STANDARD BRANDS	1,190,000	120,000
SWIFT	418,000	24,000
AMERICAN HOME	663,000	200,000
BRISTOL MYERS	823,000	619,000
CHESEBROUGH-PONDS	406,000	97,000
MILES	419,000	34,000
STERLING DRUG	962,000	144,000
TONI	747,000	9,000

Gossard, on *Queen For A Day,* is using 35 local commercial cut-ins per week at about $55 per station.

Dixie Cup used 13 NBC-TV daytime programs for a saturation campaign throughout April, had a cumulative rating of 38, reached 13.9 million homes and made 78 million personal sales calls at a total campaign cost of $178,000.

Alberto-Culver used NBC-TV daytime programs in 1956-57 to establish its VO-5 hair dressing and Rinse Away dandruff treatment, has doubled its purchase each year since—and for the first half of 1958 had sales 87% higher than in the same period of 1957.

Rotation of Coverage Suggested by Sarnoff

A proposal that the three television networks consider a rotational system for live coverage of United Nations meetings, presidential addresses and political conventions was made last week by Robert W. Sarnoff, NBC board chairman.

Mr. Sarnoff outlined his suggestion in his monthly newsletter to the nation's radio-tv editors. He remarked at the outset that his observations were prompted by a letter from a lady in Brooklyn who complained about the network's full coverage of UN activities by writing, "Whose idea is it to cut in on *Dragnet* with a UN session? Of all the ridiculous things, that boob wins the extra-large portion of fried cockroaches."

Mr. Sarnoff acknowledged that NBC's recent coverage of the United Nations meetings on the middle east crisis had resulted in praise from many viewers but said that some had protested. He noted that viewers in cities with three or fewer stations were deprived of freedom of program choice when the networks prevented simultaneous coverage of special events. He also cited the "financial strain" incurred by networks because of "prolonged periods of commercial cancellations."

Mr. Sarnoff called on the tv networks and the major political parties to begin to consider immediately "a more effective" method of presenting the 1960 conventions.

Spokesmen for ABC and CBS expressed a willingness to explore Mr. Sarnoff's suggestion but raised questions about the practicability of his proposal.

Oliver A. Treyz, president of ABC, stated:

"I think it is a matter that should be explored. However, I wonder if the quality of service to the public would deteriorate when the competitive factor among the networks is eliminated."

Sig Mickelson, vice president in charge of CBS News, was in favor of discussing the proposal but expressed skepticism that the rotating system would work. He pointed out that it was feasible in some instances, as in a public speech, but doubted it could be implemented for events of wide national interest, such as a political convention.

WHAT WILL CHANNEL 13 BE MADE OF ?

THIS IS ALICE America's newest sweetheart will capture the heart of all the family!

MAN WITHOUT A GUN A Western editor fights for freedom of the press, in the great tradition.

HOW TO MARRY A MILLIONAIRE You'll bank a million dollars worth of laughs with these three beauties.

TV HOUR OF STARS The top afternoon dramatic show...with John Conte as your host.

SHIRLEY TEMPLE FILM FESTIVAL The beloved star, at the peak of her talents, in memorable masterpieces.

DANGER IS MY BUSINESS The TV screen has never before seen such adventure and excitement.

JAZZ PARTY Art Ford hosts the most discussed and praised new TV show of the year.

RATE THE RECORD Famous celebrities rate records with hatchets and orchids.

GREENE MOVES TO THIRTEEN You'll thrill to Richard Greene as Robin Hood five times a week.

NOTRE DAME FOOTBALL GAMES Your only chance to see telecasts of the whole Fighting Irish football schedule.

CROSSROADS Inspiring episodes in the lives of famous clergymen, upliftingly dramatized.

NOTHING BUT THE TRUTH David Susskind in an hour of incisive comment and interviews.

PAROLE See actual prisoners photographed as they come up for parole. It's gripping, unusual TV.

MOVIE NIGHT Typical titles: Captain from Castile, 20,000 Years in Sing Sing, Black Fury, Jane Eyre, Ramona.

You'll change your viewing habits in the fall, when all of these programs will be shown on WNTA-TV, the new station in town. As you can see, Channel 13 will be made of great television entertainment. You name it—adventure, comedy, panel, quiz, western, news, motion pictures, sports, music. You'll find them all...tailored with the bright, fresh, imaginative approach for which WNTA-TV is already noted. And it's all just the start of the big change to...

WNTA-TV

13

The New Station in Town

Plagued by **FLUCTURATINGS?** You won't be with **AIP** (Audience Insurance Plan)—the realistic new idea in TV spot buying for New York.

THE WORLD'S MOST FABULOUS C

BOZO© THE

CAPITOL

156 CARTOONS IN

BRAND-NEW-FU

© Copyrighted by Capitol Records

TATIONS . . . BOZO IS A NATURAL FOR HIGHER RA

CLOWN . . .

CLOWN

IN MAGNIFICENT ANIMATION

FULL COLOR—ESPECIALLY MADE FOR TELEVISION

Now — Jayark brings to TV the most successful personality ever conceived. BOZO is pre-sold to countless millions of children and grownups. Bozo's universal appeal and sales impact have never been equalled.

BOZO'S CARTOON STORYBOOK

156 Cartoons — Each 6 Minutes — Full Color or B/W

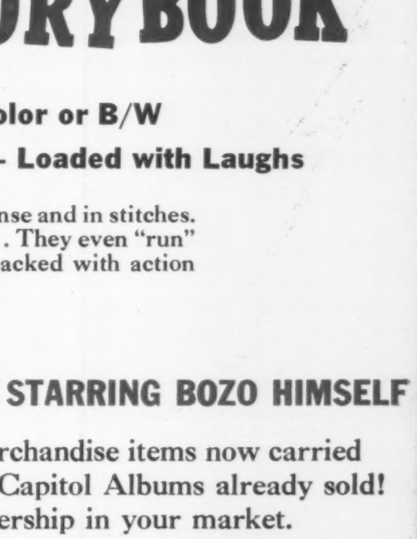
Magnificent Animation — Packed with Action — Loaded with Laughs

BOZO and his friends will keep your viewers in suspense and in stitches. They travel to the moon . . . They climb Mt. Everest . . . They even "run" Macy's and Gimbels. Each thrilling cartoon is jam-packed with action and jaw-cracking laughter . . . *No Cliff-Hangers!*

AVAILABLE WITH ANIMATED COMMERCIAL LEAD-INS STARRING BOZO HIMSELF

Backed by huge merchandising and promotion. BOZO merchandise items now carried in stores, coast to coast. More than 13 million BOZO Capitol Albums already sold! BOZO is a guarantee of absolute top-rated cartoon leadership in your market. Fresh, new and pre-sold, BOZO is sure to deliver the lowest cost-per-thousand audience . . . sure to deliver unparalleled impact in advertising results!

ACT NOW WHILE BOZO IS STILL AVAILABLE



JFC

JAYARK FILMS CORPORATION
Reub Kaufman, President
15 East 48th St., New York 17, N.Y.   MUrray Hill 8-2636

PRODUCED IN HOLLYWOOD BY LARRY HARMON-TED TICKTIN PRODUCTIONS FOR JAYARK RELEASE

RATINGS . . . GREATER RESULTS FOR SPOT BUYERS

TV PROFITS FOR 1957 SLIDE 15.6%

FCC records medium's first drop as grosses continue upward spiral

Gross up, profits down.

That was the tv picture in 1957, as shown by FCC economic data which was released last week.

Total tv broadcast revenues reached an unprecedented $943.2 million for the calendar year 1957, the FCC said. This is 5.2% over 1956's $896.9 million.

But industry profits before federal taxes sank 15.6% in 1957 compared with 1956—$160 million versus $189.6 million.

This is the first drop in tv profits since the medium began its phenomenal commercial rise 10 years ago.

For the first time, tv has joined company with other American industries in today's bittersweet economy—higher grosses, sinking profits.

The villain is the same as in other segments of American business — spiraling costs. Total tv broadcast expenses increased 10.7% in 1956—from $707.3 million in 1956 to $783.2 million in 1957.

The three tv networks and their 16 owned stations upped total revenues 6% in 1957—to $467.9 million, almost half of the total industry revenues. But their expenses jumped by 11%—to $297.2 million—and their profits fell 17%—to $70.7 million.

The 95 pre-freeze tv vhf stations had total revenues of $261.3 million, up slightly over 1956's $260.7 million. Expenses rose almost 5% and profits were down 9%, to $82 million.

Total revenues of 390 post-freeze stations were $214 million. Of these, 302 were vhf stations, which reported total revenues of $187.3 million, 16% above 1956 (when only 269 vhf outlets were operating). Profits for this group, however, were also down—$10.8 million compared to the previous year's $16.4 million. The 88 uhf stations had total revenues of $26.7 million, down from $32.5 million in 1956 (with 95 uhf outlets in operation). The uhf stations lost $3.5 million in 1957, compared to $1.9 million in 1956.

Total time sales reached $868.7 million. This was before payment of commissions to advertising agencies, station representatives, etc. Time sales divided into 45.4% ($394.2 million) from sale of network time to national advertisers, 34.1% ($296.4 million) from sale of non-network time to national advertisers, and 20.5% ($178.1 million) from sale of time to local advertisers.

Among other highlights of the 1957 financial report:

- More than 75% of tv's total 1957 revenues came from the sale of time (the remainder came from the sale of talent, programs and production charges).
- The 501 tv stations had an investment in tangible broadcast property amounting to $546.4 million representing original cost, or $316.3 million in depreciated cost.
- The tv broadcast industry representing networks and stations in 1957 employed 32,639 full-time workers and 5,519 part-time employes.
- Eleven of the 108 pre-freeze vhf stations reported a loss, out of a total 168 stations that reported losses for 1957. Fifty-seven uhf stations out of the total 95 operating in 1957 reported losses.

MARKSMANSHIP

BROADCASTING shot close to the mark in its estimates for 1957 tv time sales. In its "Perspective: '58" issue last Feb. 24, BROADCASTING figured total time sales at $849.2 million; last week's FCC report showed a 2.2% error on the conservative side; total time sales reached $868.7 million.

Herewith a comparison of this publication's estimates and the official FCC figures:

	BROADCASTING (in millions)	FCC (in millions)
NAT'L NETWORK	$382.3	$394.2
NATIONAL SPOT	292.4	296.4
LOCAL	174.6	178.1
TOTAL	$849.2	$868.7

BROADCAST REVENUES, EXPENSES AND INCOME OF 3 TV NETWORKS AND 501 TV STATIONS

	1957	1956[2]	1955[1]
BROADCAST REVENUES			
3 Networks (including 16 owned and operated stations*)	$467,900,000	$442,300,000	$374,000,000
95 Pre-Freeze television stations	261,300,000	260,700,000	230,000,000
Subtotal	729,200,000	703,000,000	604,000,000
Post-Freeze television stations:			
302 vhf stations	187,300,000	161,400,000	112,200,000
88 uhf stations	26,700,000	32,500,000	28,500,000
Industry total	$943,200,000	$896,900,000	$744,700,000
BROADCAST EXPENSES			
3 Networks (including 16 owned and operated stations*)	$397,200,000	$356,900,000	$306,000,000
95 Pre-Freeze television stations	179,300,000	171,000,000	148,100,000
Subtotal	576,500,000	527,900,000	454,100,000
Post-Freeze television stations:			
302 vhf stations	176,500,000	145,000,000	107,400,000
88 uhf stations	30,200,000	34,400,000	33,000,000
Industry total	$783,200,000	$707,300,000	$594,500,000
BROADCAST INCOME (BEFORE FEDERAL INCOME TAX)			
3 Networks (including 16 owned and operated stations*)	$70,700,000	$85,400,000	$68,000,000
95 Pre-Freeze television stations	82,000,000	89,700,000	81,900,000
Subtotal	152,700,000	175,100,000	149,900,000
Post-Freeze television stations:			
302 vhf stations	10,800,000	16,400,000	4,800,000
88 uhf stations	(3,500,000)	(1,900,000)	(4,500,000)
Industry total	$160,000,000	$189,600,000	$150,200,000

( ) Denotes loss.

[1] 1955 data cover 4 networks and 16 owned and operated stations; 93 pre-freeze and 328 post-freeze stations (225 vhf and 103 uhf). Three networks after Sept. 15, 1955, when DuMont ceased network operations.

[2] 1956 data cover 3 networks and 15 owned and operated stations; 95 pre-freeze and 364 post-freeze stations (269 vhf and 95 uhf).

*Includes three post-freeze stations (uhf).

BROADCAST FINANCIAL DATA OF 3 TV NETWORKS AND 501 TELEVISION STATIONS—1957

ITEM	3 NETWORKS AND THEIR 16 OWNED AND OPERARTED TV STATIONS	485 OTHER TV STATIONS	TOTAL 3 NETWORKS AND 501 TV STATIONS
A. Revenues from the sale of time:			
1. Network time sales:			
a. Nation-wide networks	$287,700,000	$106,500,000	$394,200,000
b. Miscellaneous networks and stations	—	—	—
Total network time sales	287,700,000	106,500,000	394,200,000
2. Non-network times sales:			
a. National and regional advertisers	58,500,000	237,900,000	296,400,000
b. Local advertisers	23,400,000	154,700,000	178,100,000
Total non-network time sales	81,900,000	392,600,000	474,500,000
Total Time Sales	369,600,000	499,100,000	868,700,000
3. Deduct—Commissions to agencies, representatives, etc.	75,900,000[1]	66,500,000	142,400,000
Net Time Sales	293,700,000	432,600,000	726,300,000
B. Revenues from incidental broadcast activities:			
Talent	144,500,000	11,500,000	156,000,000
Sundry broadcast revenues	29,700,000	31,200,000	60,900,000
Total incidental broadcast activities	174,200,000	42,700,000	216,900,000
Total broadcast revenues	467,900,000	475,300,000	943,200,000
C. Total broadcast expenses of networks and stations	397,200,000	386,000,000	783,200,000
D. Broadcast income (before Fed-income tax)	$70,700,000	$89,300,000	$160,000,000

[1] Of this amount $59.6 million is applicable to the total sale of network time.

OTHER 1957 TABLES APPEAR ON FACING PAGE AND PAGE 52 ▶

TRACK RECORD ON TELEVISION STATIONS IN 70 THREE-STATION MARKETS—1957

TV MARKETS	STATIONS	STATIONS REPORTING $25,000-UP TIME SALES	NETWORKS	SPOT	LOCAL	TOTAL STATIONS REPORTING	TOTAL REVENUES[2]	TOTAL EXPENSES	TOTAL INCOME[3]
Albany-Schenectady-Troy, N.Y.	3	3	$1,177,785	$2,230,332	$1,007,144	3	$4,017,429	$3,053,151	$964,278
Albuquerque, N.M.	3	3	524,450	282,597	584,359	3	1,356,426	1,621,038	264,612—
Amarillo, Tex.	3‡	2	*	*	*	3	*	*	*
Atlanta, Ga.	3	3	1,613,433	2,816,263	1,467,625	3	5,482,791	3,404,313	2,078,478
Baltimore, Md.	3	3	2,135,790	3,594,854	2,021,395	3	7,088,148	4,864,694	2,223,454
Boston, Mass.	3‡	3	*	*	*	3	*	*	*
Buffalo-Niagara Falls, N.Y.	3	3	1,526,344	3,201,404	2,606,149	3	6,706,769	5,103,777	1,602,992
Cedar Rapids-Waterloo, Iowa	3	3	578,765	1,267,555	298,416	3	2,045,214	2,132,961	87,747—
Charleston-Oak Hill-Huntington, W. Va.-Ashland, Ky.	4	4	967,626	1,393,217	1,035,398	4	3,329,010	3,264,339	64,671
Chicago, Ill.	4	4	5,657,938	16,789,153	7,038,037	4	31,301,334	23,373,650	7,927,684
Cincinnati, Ohio	3	3	1,760,755	3,481,015	2,130,230	3	7,609,081	5,145,327	2,463,754
Cleveland, Ohio	3	3	3,533,126	6,132,802	3,404,200	3	12,972,834	7,812,090	5,160,744
Colorado Springs-Pueblo, Colo.	3	3	139,505	328,276	584,456	3	1,162,821	1,091,985	70,836
Columbus, Ohio	3	3	1,419,183	2,979,337	1,719,551	3	5,849,008	4,628,909	1,220,099
Corpus Christi, Tex.	3‡	2	**	**	**	2	**	**	**
Dallas-Fort Worth, Tex.	4	4	2,025,153	3,375,570	2,793,899	4	7,891,021	6,289,954	1,601,067
Denver, Colo.	4	4	1,162,999	2,371,395	2,083,489	4	5,358,236	4,660,982	697,254
Des Moines-Ames, Iowa	3	3	1,399,787	1,776,035	599,502	3	2,973,447	2,762,238	211,209
Detroit, Mich.	3	3	4,046,176	7,956,892	4,856,165	3	15,767,107	8,266,803	7,500,304
El Paso, Tex.	3	3	270,615	553,082	709,159	3	1,523,539	1,483,005	40,534
Evansville, Ind.-Henderson, Ky.	3	3	395,537	470,880	543,658	3	1,361,484	1,623,255	261,771—
Fort Wayne, Ind.	3‡	3	*	*	*	3	*	*	*
Fresno-Tulare, Calif.	4‡	3	863,866	1,534,438	677,051	3	2,509,362	2,373,124	136,238
Galveston-Houston, Tex.	3	3	1,541,120	3,543,899	2,443,496	3	6,788,065	6,337,646	450,419
Green Bay-Marinette, . Wis.	3	3	570,987	868,906	644,373	3	1,982,078	1,824,654	157,424
Greensboro-High Point-Winston Salem, N. C.	3‡	2	*	*	*	3	*	*	*
Harrisburg, Pa.	3‡	3	*	*	*	3	*	*	*
Hartford-New Haven-Bristol-New Britain, Conn.	4‡	4	992,265	3,173,587	960,979	4	4,525,198	4,682,648	157,450—
Indianapolis-Bloomington, Ind.	4‡	4	1,756,536	3,801,438	2,231,935	4	7,182,849	7,548,029	365,180—
Jacksonville, Fla.	3‡	3	717,557	1,576,289	635,694	3	2,655,448	2,087,764	567,684
Kansas City, Mo.	3	3	1,922,270	3,978,615	1,317,773	3	6,555,300	4,616,943	1,938,357
Knoxville, Tenn.	3	3	578,908	820,121	593,444	3	1,815,313	1,593,078	222,235
Las Vegas-Henderson, Nev.	3	3	56,383	158,229	684,160	3	939,993	1,111,436	171,443—
Little Rock-Pine Bluff, Ark.	3	3	526,182	755,707	592,273	3	1,888,189	1,994,716	106,527—
Los Angeles, Calif.	7	7	4,764,590	19,378,735	15,796,235	7	35,587,678	29,594,409	5,993,269
Madison, Wis.	3	3	378,751	588,689	629,062	3	1,542,551	1,490,188	52,363
Memphis, Tenn.	3	3	1,442,161	2,487,929	718,317	3	4,089,935	2,933,105	1,156,830
Miami-Ft. Lauderdale, Fla.	5‡	4	1,098,889	3,073,946	2,080,716	4	6,460,262	5,060,289	1,399,973
Milwaukee, Wis.	4	4	1,701,325	4,257,954	1,362,891	4	6,699,085	5,355,290	1,343,795
Minneapolis-St. Paul, Minn.	4	4	2,195,580	3,700,075	3,238,808	4	8,957,996	7,276,389	1,681,607
Nashville, Tenn.	3	3	1,004,059	1,198,748	1,499,576	3	3,386,742	2,996,465	390,277
New Orleans, La.	3‡	3	837,454	2,456,108	1,605,108	3	4,554,624	3,493,002	1,061,622
New York City, N.Y.	7	7	10,806,383	31,695,429	14,959,581	7	52,904,223	31,522,470	21,381,753
Norfolk-Portsmouth-Newport News-Hampton, Va.	4‡	3	927,212	1,380,745	879,311	4	3,054,129	2,161,749	892,380
Oklahoma City-Enid, Okla.	3	3	1,200,386	2,078,981	1,305,265	3	4,542,447	3,440,766	1,101,681
Omaha, Neb.	3‡	3	*	*	*	3	*	*	*
Philadelphia, Pa.	3	3	4,761,739	10,512,590	4,016,203	3	17,812,183	10,264,796	7,547,387
Phoenix-Mesa, Ariz.	4	4	569,790	1,161,533	1,220,654	4	2,878,898	3,148,352	269,454—
Pittsburgh, Pa.	3‡	3	1,840,503	6,087,503	2,793,453	3	9,787,303	5,039,803	4,747,500
Portland, Ore.	4‡	4	1,162,424	2,863,231	1,109,535	4	4,466,440	4,020,837	445,603
Raleigh-Durham, N. C.	3	3	356,232	913,537	327,684	3	1,437,049	1,633,342	196,293—
Richmond-Petersburg, Va.	3	3	961,355	1,170,246	516,569	3	2,663,035	2,295,843	367,192
Roanoke-Lynchburg, Va.	3	3	742,302	967,740	526,081	3	2,085,528	2,090,902	5,374—
Rochester, N. Y.	3	3	1,081,573	1,776,210	978,628	3	3,546,281	3,079,128	467,153
Sacramento, Calif.	3‡	3	719,711	2,178,732	604,130	3	3,072,159	2,556,900	515,259
Salt Lake City, Utah	3	3	934,965	1,197,517	1,156,750	3	3,178,470	2,808,892	369,578
San Antonio, Tex.	4‡	4	956,767	1,770,885	1,061,201	4	3,443,524	2,895,044	548,480
San Francisco-Oakland, Calif.	4‡	3	3,278,702	5,967,286	4,406,733	3	12,579,011	7,349,005	5,230,006
Seattle-Tacoma, Wash.	4	4	1,522,335	3,727,689	1,080,930	4	5,802,093	5,308,729	493,364
South Bend-Elkhart, Ind.	3	3	420,706	634,966	474,942	3	1,551,504	1,761,555	210,051—
Spokane, Wash.	3	3	516,546	1,472,102	771,512	3	2,473,434	2,157,219	316,215
St. Louis, Mo.	3	3	2,226,034	4,081,290	2,932,311	3	8,223,163	4,717,321	3,505,842
Tampa-St. Petersburg, Fla.	3	3	731,757	1,758,080	1,157,987	3	3,473,198	3,856,890	383,692—
Tucson, Ariz.	3‡	3	543,073	167,309	661,256	3	1,318,303	1,307,697	10,606
Tulsa, Okla.	3	3	1,025,924	1,554,683	995,705	3	3,409,170	3,049,769	359,401
Washington, D. C.	4	4	2,227,457	4,548,322	2,333,257	4	8,701,088	6,919,067	1,782,021
Wilkes Barre-Hazelton-Scranton, Pa.	4	4	725,487	829,268	871,206	4	2,382,365	2,481,624	99,259—
Wichita-Hutchinson, Kan.	3	3	661,095	1,378,678	946,167	3	2,761,024	2,760,580	444
Youngstown, Ohio-New Castle, Pa.	3‡	3	*	*	*	3	*	*	*
Honolulu, Hawaii	4‡	4	213,861	803,679	1,259,012	4	2,093,221	1,924,681	168,540
Total 70 Markets	238	231	$102,296,155	$225,859,422	$130,447,523	234	$429,911,451	$323,055,945	$106,855,506
Markets Less Than 3 Stations									
Total 207 Markets	268	248	$34,613,753	$70,529,390	$47,484,820	267	$145,057,606	$122,598,747	$22,458,859
Total 277 Markets	506	479	$136,909,908	$296,388,812	$177,932,343	501	$574,969,057	$445,654,692	$129,314,365

[1] *Before commissions to agencies, representatives and others.*

[2] *Total revenues consist of total time sales less commissions plus talent and program sales.*

[3] *Before Federal income tax.*

Note: — denotes loss

‡ *Not all stations in this market operated a full year during 1957.*

* *Data withheld because third station in this market in operation for short period during 1957.*

** *Data not published for groups of less than 3 stations.*

1957 TV DATA CONTINUED

EXPENSES OF 3 TV NETWORKS AND 501 TV STATIONS—1957

TYPE OF EXPENSE (1)	NETWORKS AND THEIR OWNED AND OPERATED STATIONS (2)	OTHER STATIONS (3)	TOTAL (4)
NUMBER OF NETWORKS	3	—	3
NUMBER OF STATIONS	16	485	501
	($ Thousands)		
TECHNICAL	$ 55,216	$ 66,881	$122,097
PROGRAM	274,577	151,463	426,040
SELLING	23,169	43,362	66,531
GENERAL AND ADMINISTRATIVE	44,256	124,316	168,572
TOTAL BROADCAST EXPENSES	$397,218	$386,022	$783,240

TV STATIONS CLASSIFIED BY VOLUME OF TOTAL BROADCAST REVENUES SHOWING NUMBER REPORTING PROFIT OR LOSS

[Stations operating full year 1957 only]

TOTAL BROADCAST REVENUES	PRE-FREEZE VHF PROFIT	PRE-FREEZE VHF LOSS	POST-FREEZE VHF PROFIT	POST-FREEZE VHF LOSS	POST-FREEZE UHF PROFIT	POST-FREEZE UHF LOSS
Over $8,000,000	5	—	—	—	—	—
6,000,000- 8,000,000	8	—	—	—	—	—
4,000,000- 6,000,000	11	1	—	—	—	—
2,000,000- 4,000,000	47	2	7	2	—	—
1,000,000- 2,000,000	23	3	28	7	2	1
800,000- 1,000,000	3	—	27	6	4	4
600,000- 800,000	—	3	30	10	4	4
400,000- 600,000	—	1	39	23	4	7
200,000- 400,000	—	1	24	29	7	12
100,000- 200,000	—	—	7	24	1	8
Less than 100,000	—	—	—	8	1	12
Total operating full year 1957	**97**	**11**	**162**	**109**	**23**	**48a**

a One station in this group ceased operations by July 1, 1958.

PRINCIPAL EXPENSE ITEMS OF TV STATIONS[1] WITH $25,000 OR MORE TIME SALES CLASSIFIED BY REVENUES—1957

		AVERAGE PER STATION					
BROADCAST REVENUES	NO. OF STATIONS	TOTAL EXPENSES	SALARIES AND WAGES	FILM	TALENT	DEPRECIATION	ALL OTHER
LESS THAN $1,000,000	8	$ 911,148	$ 325,462	$167,613	$15,573	$105,907	$296,593
1,000,000-1,250,000	4	1,122,963	426,326	172,961	38,890	88,230	396,556
1,250,000-1,500,000	7	981,921	387,565	148,873	20,763	92,590	332,130
1,500,000-2,000,000	15	1,317,377	523,783	158,173	56,407	179,393	399,621
2,000,000-2,500,000	20	1,420,340	503,823	168,282	49,164	188,013	511,058
2,500,000-3,000,000	12	1,563,227	646,401	188,656	57,214	131,386	539,570
3,000,000-3,500,000	9	2,413,645	905,240	477,750	150,463	152,808	727,384
3,500,000-4,000,000	5	2,810,504	1,002,572	471,520	300,214	168,307	867,891
4,000,000-6,000,000	8	3,162,776	999,911	791,883	145,390	216,364	1,009,228
OVER 6,000,000	7	4,658,129	1,482,210	1,246,024	262,711	230,894	1,436,290
TOTAL PRE-FREEZE STATIONS	95	$1,887,001	$676,282	$345,174	$92,619	$162,527	$610,399
POST-FREEZE STATIONS:							
VHF	298	$592,050	$213,014	$71,732	$13,204	$96,514	$197,586
UHF	76	390,647	146,590	37,881	8,639	64,432	133,105
TOTAL POST-FREEZE STATIONS	374	$551,123	$199,516	$64,854	$12,276	$89,994	$184,483

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[1] Excludes data for 32 stations as follows: 16 stations owned and operated by networks and 16 stations with less than $25,000 in time sales which are not required to report detailed expense data.

Katzentine Up First For Ch. 10 Rehearing

A. Frank Katzentine, owner of WKAT Miami and leading figure in the fight against the FCC's 1957 grant of ch. 10 there to National Airlines subsidiary Public Service Tv Inc., will be the lead-off witness when the Miami ch. 10 rehearing begins Sept. 8.

The date—and list of witnesses to be called by the FCC's General Counsel—was decided last week at a pre-hearing conference among attorneys for the seven parties. The date was set by Judge Horace Stern, retired chief justice of the Pennsylvania Supreme Court, acting as special FCC hearing examiner.

The Miami ch. 10 grant was the subject of extensive hearings before a Congressional committee earlier this year. It was remanded to the FCC by the U. S. Court of Appeals to determine among other things whether former Comr. Richard A. Mack should have voted in the final decision and also whether there were any improper influences on commissioners before the final decision.

The grant was made to the National Airlines subsidiary in February 1957. Four commissioners voted in favor of what is now WPST-TV: Comrs. George C. McConnaughey, John A. Doerfer, Robert E. Lee and Mr. Mack. Comr. Robert T. Bartley favored WKAT and Comr. Rosel H. Hyde favored L. B. Wilson Inc. Comr. T. A. M. Craven abstained. Other parties to the rehearing are North Dade Video Inc., the fourth applicant; the FCC's general counsel and Broadcast Bureau, and the Dept. of Justice.

Eastern Airlines was a party to the rehearing, but withdrew two weeks ago when the Commission refused its plea to participate in the entire case. Eastern's intervention was allowed on only the first issue: whether Mr. Mack should have voted.

Eastern attempted to intervene during the latter stages of the original hearing. It opposed the grant to National Airlines as unfair competition.

Besides Mr. Katzentine, the witnesses in the first week are scheduled to be Perrine Palmer, former Miami mayor; Joseph M. Fitzgerald, Miami attorney; Jerry W. Carter, Florida public utilities commissioner, and Ben H. Fuqua, Miami attorney.

Other witnesses scheduled to be called by the FCC's general counsel are Judge Robert H. Anderson, Miami circuit court; Paul Scott, National Airlines director; Ted Baker, National Airlines president; Thurmond A. Whiteside, Miami attorney and friend of Mr. Mack, and Charles Sheldon, Miami insurance executive.

Mr. Mack resigned from the FCC when it was brought out by the House Legislative Oversight Committee that he had accepted a long string of loans from Mr. Whiteside and that Mr. Whiteside had purportedly interested himself in the Miami ch. 10 case.

Portions of Mr. Mack's testimony on Capitol Hill have been accepted as stipulation by other parties in the rehearing. Commission attorneys said last week they had no intention of calling Mr. Mack. Other parties may, however, if they wish to quiz him on his Congressional testimony.

Edgar W. Holtz, FCC associate general counsel, will lead the FCC legal contingent in the hearing.

Wayne Tv Corp. Asks Stay, Rehearing of Toledo Ch. 11

Anthony Wayne Television Corp. last week petitioned the FCC for a rehearing, with enlarged issues, and a stay of the effective date of the grant of ch. 11 Toledo, Ohio, to the Community Broadcasting Co. [GOVERNMENT, July 28].

Among other issues raised, Wayne wants to determine if Community Broadcasting Co. commenced construction prior to receiving a construction permit, in violation of FCC rules. Also, Wayne desires to determine the program service rendered by ch. 6 WJIM-TV Lansing, Mich., subsequent to Sept. 12, 1953. Wayne states that the Commission disqualified it largely on "erroneous findings and conclusions" concerning WJIM-TV Lansing's operation from two to five years ago. Harold F. Gross, a 10.6% stockholder of Wayne, is president and principal stockholder of the Lansing station, according to the Wayne petition.

All told, there were seven applicants for ch. 11 in Toledo. Two of the other unsuccessful ones, Maumee Valley Broadcasting Co. and Great Lakes Broadcasting Co., are currently contesting the FCC's grant to Community Broadcasting in court.

There may be many ways to use adhesive bandages . . . but there's only one way to use the BAND-AID trademark correctly . . . please say

BAND-AID Adhesive Bandages
TRADEMARK

Remember—all adhesive bandages are *not* BAND-AID Adhesive Bandages! "BAND-AID" is actually a trademark . . . one of the most widely known in the world . . . recognized in more than 50 countries.

It means Johnson & Johnson, not the name of a product . . . and it refers to a *whole family of products made only by Johnson & Johnson.*

The "BAND-AID" trademark is always followed by the product name, i. e. BAND-AID Plastic Strips, BAND-AID Plastic Tape, BAND-AID Butterfly Closures, BAND-AID Patch, Spot, Strip.

We appreciate your mentioning our products and we hope you will continue to do so. But when you do, won't you please use the *full name* correctly?

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The most trusted name in surgical dressings

THE B.I.G.* STORY...

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IN
CINCINNATI

★ ***Construction — $500 million for 1958***

★ ***Payroll — $1 billion, 800 million for 1958***

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. . . ON WCKY

IT'S B.I.G.

Advertisers are flocking to WCKY'S New PLEASURE PROGRAMMING where they get the Cincinnati Adult Buying Audience.

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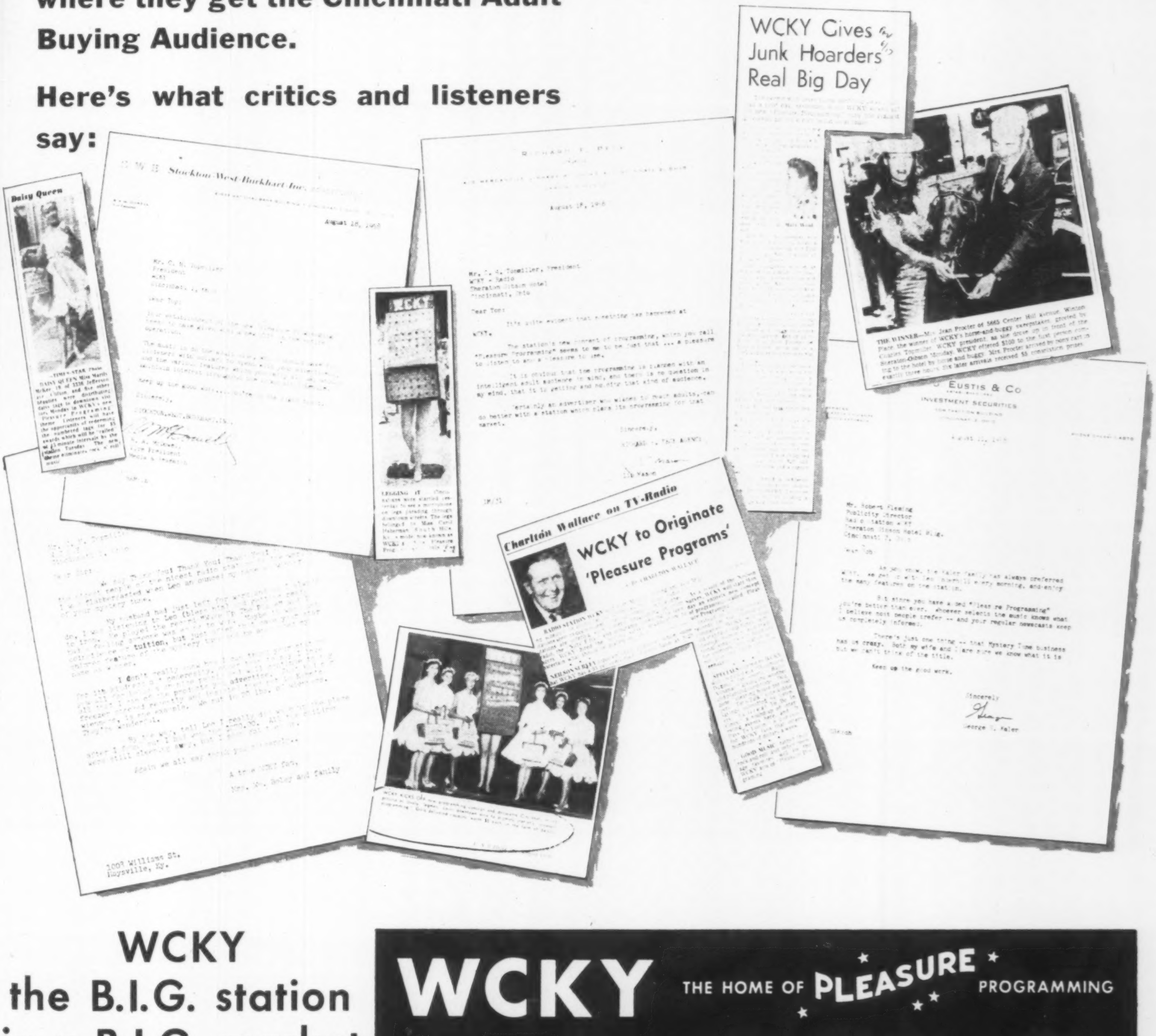

Daisy Queen

WCKY Gives Junk Hoarders Real Big Day

THE WINNER—Mrs. Jean Procter of 5665 Center Hill avenue, Winton Place, the winner of WCKY's horse-and-buggy sweepstakes, greeted by Charles Topmiller, WCKY president, as she drove up in front of the Sheraton-Gibson Monday. WCKY offered $100 to the first person coming to the hotel by horse and buggy. Mrs. Procter arrived by pony cart in exactly three hours; the later arrivals received $5 consolation prizes.

August 18, 1958

Mr. C. H. Topmiller, President
WCKY - Radio
Sheraton Gibson Hotel
Cincinnati, Ohio

Dear Top:

It's quite evident that something has happened at WCKY.

The station's new concept of programming, which you call "Pleasure Programming" seems to me to be just that ... a pleasure to listen to and a pleasure to use.

It is obvious that the programming is planned with an intelligent adult audience in mind, and there is no question in my mind, that it is getting and holding that kind of audience.

Certainly an advertiser who wishes to reach adults, can do better with a station which plans its programming for that market.

Sincerely,

Charlton Wallace on TV-Radio

WCKY to Originate 'Pleasure Programs'

Eustis & Co

INVESTMENT SECURITIES

Mr. Robert Fleming
Publicity Director
Radio Station WCKY
Sheraton Gibson Hotel Bldg.
Cincinnati 2, Ohio

Dear Bob:

As you know, the Kaler family has always preferred WCKY. We get up with Len [illegible] every morning, and enjoy the many features on the station.

But since you have added "Pleasure Programming" you're better than ever. Whoever selects the music knows what I believe most people prefer -- and your regular newscasts keep us completely informed.

There's just one thing -- that Mystery Tune business has us crazy. Both my wife and I are sure we know what it is but we can't think of the title.

Keep up the good work.

Sincerely

George [illegible] Kaler

WCKY
the B.I.G. station
in a B.I.G. market
50,000 WATTS
OF SELLING POWER

WCKY THE HOME OF **PLEASURE** PROGRAMMING

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Potter Renews Plea For Spectrum Study

Sen. Charles E. Potter (R-Mich.), on the last day Congress was in session (Aug. 23), made a new appeal for a congressional study of frequency space allocated to the military. In doing so, he accepted a suggestion made in an Aug. 18 BROADCASTING editorial advocating a joint congressional committee for such a study.

"SJ Res 106 which I introduced," Sen. Potter said, "contemplated establishment of a commission to investigate the utilization of the radio and television frequencies allocated to the agencies and instrumentalities of the federal government . . . I hold no particularly strong feelings as to what vehicle might be used to accomplish the desired results. If as the article [editorial] suggests, activation of a Joint Congressional Committee on Spectrum Utilization & Allocation would be a better approach, I would most certainly support such a proposal. . . .

"As the article points out, the allocations problem cannot be swept under the rug. It is more than regrettable that the House did not act favorably on my resolution. The investigation . . . cannot be delayed much longer. If it is, the job that ultimately must be done will become increasingly more difficult, the problems more complex."

In making his statements, Sen. Potter entered the BROADCASTING editorial into the *Congressional Record.*

The Potter resolution passed the Senate unanimously [GOVERMENT, July 11]. While in the House Commerce Committee, the White House "suggested" amendments to the bill which would expand the proposed study to an all-encompassing investigation of the spectrum, plus a study of its administration by the FCC. The House committee favorably reported the bill after adopting the amendments [AT DEADLINE, Aug. 4]. Industry opposition immediately arose and it was killed without ever reaching the House floor [GOVERNMENT, Aug. 11].

Rep. William Springer (R-Ill.), in commenting on the BROADCASTING joint committee suggestion, said that something should be done "about this particular [allocations] situation." He said the House Commerce Committee, of which he is a member, will have ample time to "come up with a good bill when the Congress convenes in January."

Rep. William Bray (R-Ind.) is the author of a House measure identical to the original Potter resolution.

Am Initial Decisions Issued

Three am applications won initial decisions from FCC hearing examiners last week.

- Examiner Herbert Sharfman decided in favor of West Shore Broadcasting Co. and The Westport Broadcasting Co. for new am outlets on 1260 kc with 1 kw, day, directional antennas, in Beacon, N. Y., and Westport, Conn., respectively. Interference between the two proposed stations would be well within the 10% limit permitted by FCC rules, according to the decision.
- Examiner Thomas Donahue would grant Liberty Broadcasting Co. a new am outlet on 1050 kc with 250 w, directional antenna, day, in Liberty, Tex. Issues as to possible interference and the coverage area proposed were resolved in Liberty's favor.

Baker Winds Up Five Years In FCC General Counsel Post

Warren E. Baker, FCC general counsel since September 1953, will resign this week to enter private law practice. Mr. Baker's resignation takes effect Friday, Sept. 6.

MR. BAKER

Mr. Baker joins the New York law firm of Chadbourne, Parke, Whiteside & Wolff as a partner and will direct the Washington office of the firm. The new office will be in the Shoreham Bldg. in Washington.

The 44-year-old FCC general counsel, a Fort Wayne, Ind., native, came to the FCC from the post of special assistant to Oswald Ryan, chairman of the Civil Aeronautics Board. Before that he was a CAB hearing examiner. He is an honor graduate of Indiana U. Law School, practiced law in Fort Wayne for two years before entering the Navy. He served part of his Navy career in the office of the general counsel of the War Shipping Administration.

Mr. Baker replaced Benedict P. Cottone as FCC general counsel after Mr. Cottone resigned to enter private practice. During Mr. Baker's tenure, he served as chief legal aide to the Commission in its appearances before congressional committees and in a number of court cases. These included arguing in the Supreme Court in behalf of the FCC's multiple ownership rules (they were sustained), and the Allentown-Easton radio case (the FCC was upheld). When Mr. Baker joined the FCC, there were 13 attorneys in the general counsel's office; today there are 24. In 1952, the FCC general counsel's office handled 17 court cases; last year there were 75.

Community Tv Firm Scolds FCC On Microwave Application Delay

The first move to chip away the "deep frost" in which private microwave common carrier system applications for community tv systems have lain since May, was made last week by Mesa Microwave Inc.

Mesa, owned by Video Independent Theatres Inc., Oklahoma City theatre chain which also operates a number of CATV systems, has eight applications pending for FCC approval to furnish tv signals to community antenna systems in Laredo, Tex.; Tallahassee, Fla., and Memphis-Wellington-Childress, Tex. The first was filed last March, the most recent in June. Mesa already operates private communications relays feeding Oklahoma City tv signals to community systems in Altus and Ardmore, Okla.

In a formal petition for immediate

grants, Mesa chided the Commission for withholding action on its applications. It claimed that the FCC has no right to defer action, and that such inaction is a denial of its rights as an applicant.

The Commission has deferred action on communications microwave relays involving community antenna systems pending the outcome of its inquiry into CATV, satellites, repeaters, translators, etc. [Trade Assns., June 16]. This inquiry was issued last May and comments were filed in July [Government, July 14, May 26].

Influence in Spartanburg Case Charged by WAIM-TV, WGVL (TV)

Charges that Sen. Strom Thurmond (D-S. C.) and former S. C. Governor James F. Byrnes injected themselves into the Spartanburg, S. C., ch. 10 case were made last week.

The allegations were made by WAIM-TV Anderson, S. C., and WGVL (TV) Greenville, S. C., in a pleading to the FCC.

The uhf stations, which have fought the Spartanburg transmitter change four years, claimed Walter Brown, president of Spartan Broadcasting Co., and others "sought improperly, by *ex parte* consultation and communications, to influence favorable Commission action in Spartan's behalf." The uhf outlets charged that Mr. Brown consulted with "one commissioner"; that Sen. Thurmond wrote to then FCC Chairman George C. McConnaughey in 1956 "severely" criticising an opinion of the U. S. Court of Appeals and "urged favorable action on behalf of Spartan upon the further proceedings required by the Court's decision"; that Mr. Byrnes had written to a member of the court "with respect to the matter in litigation." Mr. Byrnes' wife, they said, is a stockholder of Spartan.

The charges were made in a petition asking the Commission to permit the uhf outlets to rebut favorable testimony on its am-fm operations in new hearings, designated but not yet scheduled. The WSPA-TV case began in 1954 when the Commission approved the move of the vhf station's transmitter from Hogback Mt. to Paris Mt. The two uhf stations protested, but the Commission refused to allow the protests. Upon appeal, the Court of Appeals remanded the case to the FCC for a hearing. The Commission upheld its move authorization in a decision in July 1957. This was appealed, and last May the court returned the case once again to the FCC.

Prettyman to Head Appeals Court

Federal Judge E. Barrett Prettyman becomes chief judge of the D.C. Circuit Court of Appeals on Oct. 20. Judge Prettyman takes over the reins from Chief Judge Henry W. Edgerton, who advised that he was relinquishing his administrative duties to the next senior judge. Judge Edgerton was 70 last Tuesday. Congress passed a law last month requiring chief judges to relinquish their administrative duties at 70. Judge Edgerton will remain as an active circuit judge. Judge Prettyman is a native of Lexington, Va., and was appointed to the D.C. appeals court in 1945. He served as general counsel of the Bureau of Internal Revenue, as District of Columbia corporation counsel and in private practice before his appointment.

WORDS AND MUSIC

Good music enthusiasts in the Philadelphia area, who "have invested considerable money, time and effort in assembling and purchasing antennas and equipment to receive . . . WQXR-FM [New York]", attacked a decision of the FCC which they claimed cut into their WQXR-FM listening pleasure. The music fans, 18 strong according to the signatures at the bottom of the letter, state that with the frequency change of WHAT-FM Philadelphia, "it became impossible to receive New York WQXR . . ." They contend that the New York outlet provides "excellent high fidelity live music" unobtainable locally. WHAT-FM had its frequency changed from 105.3 mc, ch. 287, to 96.5 mc, ch. 243, some weeks ago.

Court Cites 'Statutory Gap' In FCC Station Sale Procedure

A federal court in Washington expressed the opinion last week that Congress ought to look into "a statutory gap" relating to the 1952 Congressional amendment which forbade the FCC from considering any but the buyer of a broadcast station.

The opinion was expressed by the court in upholding the FCC's refusal to accept a protest by St. Louis Amusement Co. against the transfer of St. Louis ch. 11 to 220 Television Inc. St. Louis Amusement Co. had been an applicant for ch. 11 in St. Louis, but dropped out before the completion of the comparative hearing. CBS won the contested ch. 11, but then bought ch. 4 for $4 million, and turned over ch. 11 to 220 Television, one of the losing applicants. Part of the agreement involved 220 Television paying $200,000 to each of the other two losing applicants, St. Louis Telecast and Broadcast House.

Although it upheld the FCC—an order was issued last July [Goverment, July 14]—the unanimous three-judge court last week stated:

"It is difficult to rationalize a sound justification for payment of $400,000 by the assignee of the original permittee to the two unsuccessful applicants for abandoning their appeals in this court. The Commission should (if it does not under the existing statute) have power to inquire into the possible impact of these payments on the public interest. . ."

The decision was written by Judge Warren E. Burger, for himself and Judges Henry W. Edgerton and Wilbur K. Miller.

In a footnote, Judge Burger raised the question whether in such circumstances it might not be in the obvious self-interest of the original permittee to choose "not the strongest of the unsuccessful applicants, but the weakest, since the assignee would thereafter be a competitor."

Election on Their Minds As Congress Winds Up Session

Election fever was evident in both houses of the 85th Congress as it rushed toward *sine die* adjournment Aug. 24. The House appointed a "watchdog" election committee and the Senate heard a new plea for federal subsidization of candidates' campaign expenses.

Speaker Sam Rayburn (D-Tex.) appointed Rep. Clifford Davis (D-Tenn.) chairman of a special five-man committee to investigate campaign expenditures of House candidates in the upcoming November elections. Other members include Reps. Robert E. Jones (D-Ala.), Thomas P. O'Neill (D-Mass.), Kenneth B. Keating (R-N. Y.), and David S. Dennison (R-Ohio). The committee was allocated $30,000.

In the Senate, Sen. Richard L. Neuberger (D-Ore.) made a plea for early congressional consideration in 1959 of his proposal for the federal government to underwrite campaign expenditures. Sen. Neuberger introduced such a measure in the 84th Congress and announced plans to re-introduce the bill at the 86th Congress in January.

"One of the truly crucial public issues facing the American people is the urgent need to free candidates for high elective office from the necessity of raising large sums of money from private sources . . ." he said. He entered into the *Congressional Record* portions of a 1957 Senate Elections Subcommittee report listing contributions in the 1956 [Government, Feb. 4, 1957].

Hill Would Spend $8 Million To Relate Education to Media

An educational bill, which includes an $8 million appropriation to study the use of radio, tv and other media in education, was awaiting the President's signature last Thursday. The money would be spread over a four-year period, with $2 million earmarked each year.

Both houses approved conference reports of the bill, the National Defense Education Act, in the final stages of the 85th Congress. Another measure (S 2119), which would appropriate up to $1 million to each state for educational tv, was killed during Congress' rush for adjournment when the House failed to act on the Senate-passed measure.

Sen. Warren Magnuson (D-Wash.), author of the bill, promised to re-introduce it next January. He also predicted quick Senate action a second time and that the House would have "plenty of time" to consider it in the 86th Congress.

WMIX Asks Ch. 13 Allocation

WMIX-AM-FM Mt. Vernon, Ill., has petitioned the FCC to assign ch. 13 to Mt. Vernon; ch. 38 is the only assignment in Mt. Vernon at this time. The WMIX licensee, Mt. Vernon Radio & Tv Co., previously sought assignment of ch. 8 to Mt. Vernon without success. Ch. 8 was assigned, instead, to Carbondale, Ill., for educational use. According to WMIX, no reassignment of any existing channels would be necessary for ch. 13 to go to Mt. Vernon.

HILL CONSIDERED 155 MEDIA BILLS

- **Only three minor measures affecting industry enacted**
- **Pay tv and government ethics dominate list of bills**

The 85th Congress that adjourned *sine die* early Sunday morning (Aug. 24) received 155 bills and resolutions affecting the broadcasting industry and/or the FCC. (For a complete round-up of the 85th's activities, see LEAD STORY, Aug. 18.)

Pay television was the subject of the largest number of bills, drawing 28. Following closely, as a result of the Legislative Oversight investigations, were 23 measures introduced on ex-parte contacts, influence and ethics of government officials. Also drawing considerable attention were the 10% excise tax on radio-tv sets, with 14 bills calling for its removal, reduction or suspension, and sports antitrust legislation which attracted nine measures (one later withdrawn).

Only three of the 155 passed both houses, all of a minor nature. Appropriation bills and various committee authorizations, which must be acted upon each year, are not included in either the totals introduced or passed.

With the adjournment of the 85th, all the bills now are dead and must be reintroduced at the start of the 86th Congress, which convenes Jan. 7, 1959, to receive further consideration.

The 155 bills, in numerical order by houses and sessions and showing final disposition, follow.

IN THE SENATE, FIRST SESSION

S J RES 106, *Potter (R-Mich.)*—Establish special commission to study utilization of government-assigned spectrum space. Approved by Senate, reported by House Commerce Committee with amendment expanding study to include all of spectrum.

S 176, *Long (D-La.)*—Authorize $7 excise tax credit on all-channel tv sets. In Finance Committee.

S RES 183, *Bush (R-Conn.)*—Prohibit introduction of guests (such as tv personalities) from Senate gallery. Passed by Senate in August 1957.

S 376, *Bricker (R-Ohio)*—Provide for direct FCC regulation of radio and tv networks. In Commerce Committee.

S 426 (clean elections bill), *Hennings (D-Mo.)*—Give broadcasters relief from libel and equal time provisions of Communications Act, increase legal amount of money which may be spent by candidates. Reported July 1957 by Rules Committee.

S 582, *Langer (R-N. D.)*—Prohibit advertising of alcoholic beverages in interstate commerce. In Commerce Committee.

S 921, *Hennings (D-Mo.)*—Require government agencies to make information available to Congress and public. In Judiciary Committee (identical House bill passed both houses and was signed into law by President, see HR 7173).

S 1077, *Mundt (R-S. D.)*—To make Inauguration Day a national holiday "so that the whole nation could turn out every four years to see [on tv] the Presidential inauguration ceremonies." In Rules Committee.

S 1163, *Monroney and Kerr (both D-Okla.)*—To authorize and help maintain auxiliary network of amateur radio operators for military communications. In Commerce Committee.

S 1367, *Magnuson (D-Wash.)*—Prohibit broadcasting of horse and dog racing information in interstate commerce. In Commerce Committee.

S 1369, *Magnuson (D-Wash.)*—Require that to receive equal time, candidate's political party must have received 4% of popular vote cast in preceding Presidential election, or obtain signatures of at least 1% of total vote. In Rules Committee.

S 1437, *Gore (D-Tenn.)*—Similar to S 1369 above. In Rules Committee.

S 1577, *Potter (R-Mich.)*—Repeal Sec. 309 (c) (protest provision) of Communications Act. In Commerce Committee.

S 1759, *Magnuson (D-Wash.)*—Increase length of broadcast licenses from three to five years. In Commerce Committee.

S 1874, *Magnuson (D-Wash.)*—Require that unused towers be painted and lighted for air navigation safety. In Commerce Committee.

S 2119, *Magnuson (D-Wash.)*—Appropriate up to $1 million to each state for educational tv. Passed by Senate, reported by House Commerce Committee.

S 2150, *Green (D-R. I.)*—Similar to S 426 above. Reported favorably by Rules Committee.

S 2268, *Thurmond (D-S. C.)*—Prohibit pay tv. In Commerce Committee.

S 2461, *Jackson (D-Wash.)*—Make unauthorized disclosure of federal agencies' decisions a crime. In Judiciary Committee.

S 2462, *Jackson (D-Wash.)*—Make attempts to influence agency decisions a crime. In Judiciary Committee.

S 2834, *Smathers (D-Fla.)*—Divorce stations and networks from ownership in BMI and music recording companies. In Commerce Committee.

IN THE HOUSE, FIRST SESSION

H RES 26, *Dollinger (D-N. Y.)*—Authorize Commerce Committee to conduct investigation of "false, fraudulent, misleading and deceptive advertising" on radio and tv. In Commerce Committee.

H RES 31, *Griffiths (D-Mich.)*—Lift House ban on radio-tv coverage of chamber proceedings. In Rules Committee.

H RES 32, *Griffiths (D-Mich.)*—Lift House ban on radio-tv coverage of committee sessions. In Rules Committee.

H RES 45, *Lane (D-Mass.)*—Authorize investigation of boxing by House Judiciary Committee. In Judiciary Committee.

H CON RES 153, *Celler (D-N. Y.)*—Express congressional intent that passports should be granted to any duly-accredited newsman assigned abroad by his employer. In Foreign Relations Committee.

H RES 191, *Harris (D-Ark.)*—Appropriate $250,000 for establishment and use of Legislative Oversight Subcommittee of Commerce Commit-

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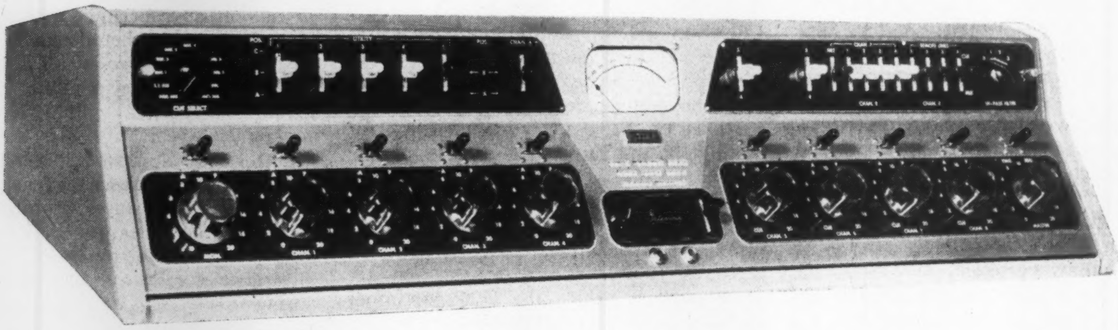

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GATES

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tee. Approved by House vote in April of 1957.

HR 265, *Keating (R-N. Y.)*—Prohibit broadcasting of gambling or lottery information. In Commerce Committee.

HR 277, *Keating (R-N. Y.)*—Establish three-year statute of limitations on copyright infringement. Passed by both houses and signed by President.

H RES 282, *Scott (R-Pa.)*—Identical to H Res 32 above. In Rules Committee.

HR 284, *Keating (R-N. Y.)*—Prohibit simultaneous broadcasting of horse racing on regular basis, allowing broadcast of such races only as special events. In Commerce Committee.

H RES 285, *Meader (R-Mich.)*—Identical to HR 32 above. In Rules Committee.

H RES 305, *Madden (D-Ind.)*—Express the sense of the House with respect to radio-tv interviews of official representatives of communist countries. In Commerce Committee.

HR 365, *O'Hara (R-Minn.)*—Amend Communications Act to forbid ownership by one person or firm of more tv stations than will cover 25% of U. S. population. In Commerce Committee.

HR 369 and HR 370, *O'Hara (R-Minn.)*—Prohibit use of any but standard time throughout U. S. and make standard time measure for business in interstate commerce. In Commerce Committee.

H J RES 381, *Bray (R-Ind.)*—Establish special commission to investigate utilization of military-assigned frequency space. In Commerce Committee.

HR 586, *Celler (D-N. Y.)*—Prohibit pay tv. In Commerce Committee.

HR 673, *Hale (R-Me.)*—Exempt motels and hotels from having to pay royalties on radio and tv programs received in rooms. In Ways & Means Committee.

HR 1068, *Boggs (D-La.)*—Increase amount of money national political committees may legally spend on elections from $3 million to $10 million and restrict state committee to $1 million. In Rules Committee.

HR 1913, *Berry (R-S. D.)*—Require FCC to license tv boosters and vhf boosters. In Commerce Committee.

HR 2013, *Kearns (R-Pa.)*—Reduce federal excise tax from 10% to 5% on tv sets capable of receiving 50 or more uhf channels. In Ways & Means Committee.

HR 2142, *Celler (D-N. Y.)* — Limit regulatory agencies, including FCC, from unduly expanding exemptions from antitrust laws. In Judiciary Committee.

HR 2225, *Magnuson (D-Wash.)*—Identical to HR 1913 above. In Commerce Committee.

HR 2242, *Steed (D-Okla.)*—Authorize auxiliary network of amateur radio operators for military purposes. In Commerce Committee.

HR 2767, *Moss (D-Calif.)*—Require federal agencies to make information available to Congress and the public. Passed by both houses and signed into law by President.

HR 3388, *Horan (R-Wash.)* — Identical to HR 1913 above. In Commerce Committee.

HR 3514, *Withrow (R-Wis.)*—Increase license period of radio and tv stations from three to five years. In Commerce Committee.

HR 3629, *Hiestand (R-Calif.)* — Prohibit labor unions from contributing money to political candidates and increase from $3 million to $12 million amount national political committees could spend in Presidential election years. In Rules Committee.

HR 4146, *Udall (D-Ariz.)*—Increase from $3 million to over $12 million amount national committees may legally spend during election year. In Rules Committee.

HR 4571, *Heselton (R-Mass.)*—Authorize FCC to limit proportion of commercial time to program time on radio and tv stations. In Commerce Committee.

HR 4627 and HR 4835, *Siler (R-Ky.)*—Prohibit advertising of alcoholic beverages in interstate commerce. In Commerce Committee.

HR 4816, *O'Hara (R-Minn.)*—Repeal Sec. 309 (c) (protest provision) of Communications Act. In Commerce Committee.

HR 5045, *Dorn (R-N. Y.)*—Increase penalty for transmitting false distress signals. In Commerce Committee.

HR 5125, *Harris (D.-Ark.)*—Prohibit transmission of certain gambling information in interstate and foreign commerce. In Commerce Committee.

HR 5771, *Staggers (D-W. Va.)*—Identical to HR 369 above. In Commerce Committee.

HR 5935, *Harris (D-Ark.)*—Identical to HR 3514 above. In Commerce Committee.

HR 6216, *Tewes (R-Wis.)*—Increase period of broadcast licenses, other than those for tv stations, from three to five years. In Commerce Committee.

HR 6430, *Tewes (R-Wis.)*—Increase from three to five years the period for which a broadcast license may be issued. In Commerce Committee.

HR 6746,, *Harris (D-Ark.)*—Require broadcast stations to maintain unused towers. In Commerce Committee.

HR 6788, *Celler (D-N. Y.)*—Permit FCC to reduce volume of records sent to court in case of appeal. Passed by both houses. Signed into law by President last Thursday.

HR 6914, *Curtis (R-Mo.)*—Relates to actions for infringement of copyrights. In Judiciary Committee.

HR 7174, *Fascell (D-Fla.)*—Identical to HR 2767 above. In Government Operations Committee.

HR 7603, *Heselton (R-Mass.)*—Similar to HR 4571 above. In Commerce Committee.

HR 8277, *Celler (D-N. Y.)*—Prohibit all frequency discounts in radio-tv advertising. In Judiciary Committee.

HR 8381, *Mills (D-Ark.)*—Tighten FCC policy in granting tax relief certificates on station sales. Passed by both houses and awaiting President's signature last Friday.

HR 8419, *Nimtz (R-Ind.)*—Identical to HR 6914 above. In Judiciary Committee.

HR 8675, *Ikard (D-Tex.)*—Eliminate 10% excise tax on all-channel tv receivers. In Ways & Means Committee.

HR 8860, *Boland (D-Mass.)* — Identical to HR 8675 above. In Ways & Means Committee.

HR 8924, *Coad (R-Iowa)*—Identical to HR 8675 above. In Ways & Means Committee.

HR 8953, *Kearns (R-Pa.)*—Identical to HR 8675 above. In Ways & Means Committee.

HR 9115, *Chelf (D-Ky.)*—Prevent unauthorized censorship of songs by stations and networks. In Commerce Committee.

HR 9169, *Sikes (D-Fla.)*—Identical to HR 9115 above. In Commerce Committee.

HR 9325, *Herlong (D-Fla.)*—Identical to HR 9115 above. In Commerce Committee.

HR 9346, *Matthews (D-Fla.)*—Identical to HR 9115 above. In Commerce Committee.

H 9408, *Dorn (D-S. C.)*—Identical to HR 9115 above. In Commerce Committee.

H 9538, *Vanick (D-Ohio)*—Direct FCC to charge fees to licensees. In Commerce Committee.

IN THE SENATE, SECOND SESSION

S RES 251, *Thurmond (D-S. C.), Butler (R-Md.), Lausche (D-Ohio), Payne (R-Me.), Potter (R-Mich.) and Smathers (D-Fla.)*—Opposing pay tv (resolution only, without force of law). Reported out by Commerce Committee.

S RES 261, *Morse (D-Ore.)*—Establish a select committee to investigate the FCC and other agencies. In Commerce Committee.

S RES 271, *Mansfield (D-Mont.)*—Opposing FCC stand on pay tv. In Commerce Committee.

S 2934, *Langer (R-N. D.)*—Prohibit pay tv. In Commerce Committee.

S 3048, *Mundt (R-S. D.)*—Deny income tax exemptions to labor unions which participate in political campaigns. In Finance Committee.

S 3201, *Thye (R-Minn.)*—Prohibit pay tv. In Commerce Committee.

S 3306, *Proxmire (D-Wis.)*—Prohibit the giving of gifts to officials of government agencies. In Judiciary Committee.

S 3487, *O'Mahoney (D-Wyo.) and Monroney*

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Gates *TV-10* console for television

Quality is emphasized throughout the Gates TV-10. Ten mixing channels select into two program buses, each bus with its own program amplifier and submaster gain control. By key selection, any combination of channels may be faded as a group, or by the flip of a key, all may be faded together. TV-10 console has a 10 preamplifier capacity, with 6 supplied as standard equipment. Seven unwired utility keys are provided for use at station's discretion. Gates TV-10 is supplied complete with tubes, two regulated power supplies, dual program amplifiers, relay unit and monitoring amplifier.

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(D-Okla.)—Prohibit an airline from owning a tv station. In Commerce Committee.

S 3663, *Williams (R-Del.)*—Strengthen the law with respect to bribery and graft. In Judiciary Committee.

S 3862, *Magnuson (D-Wash.)*—Provide that a member of FCC shall remain in office until his successor is sworn in and give President authority to remove commissioner. Reported by Commerce Committee, no action by Senate.

S 3979, *Neuberger (D-Ore.)*—Promote ethical standards among members of Congress and government officials. In Judiciary Committee.

S 4070, *Hennings (D-Mo.)*—Exempt professional sports from antitrust laws. In Judiciary Committee.

S 4223, *Case (R-N. J.)*—Require disclosure of all sources of income of government officials and to promote integrity in government. In Rules & Administration Committee.

S 4288, *Ives (R-N. Y.)*—Prohibit *ex-parte* contacts with FCC and other agencies. In Government Operations Committee.

Amendment to HR 13254, *Dirksen (R-Ill.)*—Exempt professional sports from antitrust laws. Sen. Dirkson, who proposed his amendment while HR 13254, a food additives bill, was up for Senate consideration, withdrew it two days later.

IN THE HOUSE, SECOND SESSION

Resolution of Commerce Committee (no number) urging FCC not to authorize pay tv without prior congressional action. Forwarded to FCC.

H Con Res 348, *May (R-Conn.)*—Establish special committee to promote and insure impartiality in adjudicatory and rule-making functions of FCC and other agencies. In Judiciary Committee.

H Res 620, *Thompson (D-N. J.)*—Provide that Ways & Means Committee investigate unemployment of musicians. In Rules Committee.

H J Res 694, *Bennett (D-Fla.)*—Establish a commission on ethics in the federal government. In Committee on Post Office & Civil Service.

HR 9629, *Beamer (R-Ind.)*—Prohibit pay tv. In Commerce Committee.

HR 9634, *Boggs (D-La.)*—Provide a federal grant of up to $1 million to each state for educational tv. In Education & Labor Committee.

HR 9663, *Johnson (D-Wis.)*—Prohibit public utilities from deducting certain advertising from income tax. In Commerce Committee.

HR 9664, *Johnson (D-Wis.)*—Similar to HR 9663 above. In Ways & Means Committee.

HR 9690, *Madden (D-Ind.)*—Prohibit pay tv. In Commerce Committee.

HR 9706, *Powell (D-N. Y.)*—Prohibit pay tv. In Commerce Committee.

HR 9825, *Hays (D-Ark.)*—Revise the federal election laws relating to campaign expenditures and other matters. In Administration Committee.

HR 9898, *Bailey (D-W. Va.)*—Prohibit pay tv. In Commerce Committee.

HR 9920, *Machrowicz (D-Mich.)*—Repeal excise tax on communications. In Ways & Means Committee.

HR 10061, *Mason (R-Ill.)*—Similar to HR 9920 above. In Ways & Means Committee.

HR 10162, *Lane (D-Mass.)*—Prohibit pay tv. In Commerce Committee.

HR 10164, *Morano (R-Conn.)*—Prohibit pay tv. In Commerce Committee.

HR 10268, *Burdick (R-N. D.)*—Prohibit pay tv. In Commerce Committee.

HR 10288, *Springer (R-Ill.)*—Prohibit pay tv. In Commerce Committee.

HR 10355, *Rogers (R-Mass.)*—Prohibit pay tv. In Commerce Committee.

HR 10378, *Celler (D-N. Y.)*—Exempt those phases of professional sports "reasonable and necessary" from antitrust laws. After adoption of amendments giving sports authority to blackout radio-tv coverage (see HR 12990 below), bill was approved by House. Senate Antitrust Committee held hearings but tabled bill.

HR 10392, *Mack (D-Ill.)*—Defines free tv and pay tv and prohibits pay tv in any area being served by free tv if present system would be harmed. In Commerce Committee.

HR 10386, *Hemphill (D-S. C.)*—Prohibit pay tv. In Commerce Committee.

HR 10399, *Radwan (R-N. Y.)*—Prohibit pay tv. In Commerce Committee.

HR 10536, *Dingell (D-Mich.)*—Prohibit pay tv. In Commerce Committee.

HR 10537, *Dingell (D-Mich.)*—Require that any trial of pay tv be concluded by March 1, 1961, and that pay tv cannot be authorized by the FCC after that date without an act of Congress. In Commerce Committee.

HR 10544, *Morrison (D-La.)*—Prohibit pay tv. In Commerce Committee.

HR 10562, *Bray (R-Ind.)*—Prohibit pay tv. In Commerce Committee.

HR 10791, *Nimtz (D-Ind.)*—Prohibit pay tv. In Commerce Committee.

HR 10802, *Wright (D-Tex.)*—Prohibit advertising by subliminal projection. In Commerce Committee.

HR 10826, *Moore (R-W. Va.)*—Prohibit pay tv. In Commerce Committee.

HR 10846, *Moulder (D-Mo.)*—Prohibit the giving of gifts to public officials. In Judiciary Committee.

HR 10978, *O'Konski (R-Wis.)*—Prohibit pay tv. In Commerce Committee.

HR 11022, *Wolverton (R-N. J.)*—Prohibit *ex-parte* contacts with FCC and other agencies and require that all communications be made a matter of public record. In Commerce Committee.

HR 11193, *Lennon (D-N. C.)*—Prohibit pay tv. In Commerce Committee.

HR 11249, *Cramer (R-Fla.)*—Remove stipulation that members of FCC may accept honorariums and prohibit *ex-parte* contacts. In Commerce Committee.

HR 11363, *Hosmer (R-Calif.)*—Prohibit subliminal projection by tv stations. In Commerce Committee.

HR 11484, *Morrison (D-La.)*—Repeal 10% excise tax on communications. In Ways & Means Committee.

HR 11624, *Hyde (R-Md.)*—Prohibit representations in adjudicatory cases after they have been set for hearing unless all parties are given an opportunity to participate. In Judiciary Committee.

HR 11886, *Harris (D-Ark.)*—Require FCC to draft code of ethics, prevent acceptance of honorariums and *ex-parte* contacts. Reported by Legislative Oversight Subcommittee. In Commerce Committee.

HR 11893, *Reuss (D-Wis.)*—Similar to HR 11886 above; except Reuss measure drafts a code of ethics for FCC and also raises salaries of commissioners to $22,000 and chairman to $22,500. In Commerce Committee.

HR 11915, *Teller (D-N. Y.)*—Remove 10% excise tax on radio and tv sets. In Ways & Means Committee.

HR 12022, *Fino (R-N. Y.)*—Suspend for one year the 10% excise tax on radio and tv sets. In Ways & Means Committee.

HR 12095, *Abernethy (D-Miss.)*—Exempt employes of small radio and tv stations from maximum hour provisions of Fair Labor Standards Act. In Education & Labor Committee.

HR 12099, *Moulder (D-Mo.)*—Require that administrative regulations of FCC and other agencies be approved by respective committee of Congress having jurisdiction before they go into effect. In Rules Committee.

HR 12177, *Udall (D-Ariz.)*—Appropriate up to $1 million to each state for educational tv. In Commerce Committee.

HR 12241, *Tewes (R-Wis.)*—Prohibit acceptance of honorariums by members of FCC.

HR 12299, *Santangelo (D-N. Y.)*—Prohibit pay tv. In Commerce Committee.

HR 12307, *Byrne (R-Ill.)*—Repeal the 10% excise tax on radio and tv sets and communications. In Ways & Means Committee.

HR 12572, *Bray (R-Ind.)*—Repeal the 10% excise tax on radio and tv sets. In Ways & Means Committee.

HR 12577, *Collier (R-Ill.)*—Repeal the 10% excise tax on communications. In Ways & Means Committee.

HR 12990, *Walter (D-Pa.)*—Exempt professional sports from antitrust laws, including the regulation of rights to broadcast and telecast sporting events. Language of this bill adopted by Judiciary Committee as amendment to HR 10378 (approved by House).

HR 12991, *Keating (R-N. Y.)*—Identical to HR 12990 above. In Judiciary Committee.

HR 12992, *Miller (R-N. Y.)*—Identical to HR 12990 above. In Judiciary Committee.

HR 12993, *Harris (D-Ark.)*—Identical to HR 12990 above. In Judiciary Committee.

HR 13035, *Derounian (R-N. Y.)*—Prohibit attempts to influence, or *ex-parte* contacts with, FCC and acceptance of honorariums. In Commerce Committee.

HR 13036, *Derounian (R-N. Y.)*—Similar to HR 11624 above. In Judiciary Committee.

HR 13037, *Derounian (R-N. Y.)*—Strengthen the criminal laws relating to bribery, graft and conflict of interest. In Judiciary Committee.

HR 13039, *Dooley (R-N. Y.)*—Similar to HR 12990 above. In Judiciary Committee.

HR 13071, *Cretella (R-Conn.)*—Similar to HR 12990 above. In Judiciary Committee.

HR 13295, *Baldwin (R-Calif.)*—Promote ethical standards among federal officials. In Post Office & Civil Service Committee.

HR 13297, *Boggs (D-La.)*—Similar to HR 12177 above. In Commerce Committee.

HR 13323, *Patterson (R-Conn.)*—Similar to HR 13295 above. In Post Office & Civil Service Committee.

HR 13407, *MacDonald (D-Mass.)*—Similar to HR 12177 above. In Commerce Committee.

HR 13530, *Roosevelt (D-Calif.)*—Provide for enforcement of cease and desist orders. In Judiciary Committee.

HR 13602, *Blatnik (D-Minn.)*—Require proof of claims made in certain cigarette advertising. In Commerce Committee.

Jefferson Seeks 3rd Carolina V

Joseph M. Bryan, president of the Jefferson Standard Broadcasting Co., announced last week that his firm has applied to the FCC for ch. 8 in Greensboro, N. C. Jefferson proposes to construct a $1.5 million outlet with maximum 316 kw, a transmitter tower of 1,000 feet and primary affiliation with ABC. Jefferson is a wholly-owned subsidiary of Jefferson Standard Life Insurance Co., and presently operates WBT, ch. 3 WBTV (TV) Charlotte, N. C., and ch. 8 WBTW (TV) Florence, S. C.

FOR SALE . . . TO THE DISCERNING TIME BUYER KJEO-TV serving the billion dollars rich Fresno and San Joaquin Valley now offers you choice program time segments and excellent 10, 20 and 60 second spots that not only give you low cost per thousand but will give your clients INCREASES IN SALES! Call your BRANHAM man NOW for the HOTTEST avails.

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Say:

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Director of Merchandising and Advertising
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PAUL E. KELLY
Vice-President and Account Executive, Norge Home Appliances
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MR. KELLY MR. HURT

"Advertising Age fulfills a vital role in keeping us up to the minute, sparking ideas, keeping us abreast of news breaking a mile a minute. In the doing, Ad Age performs a tremendous service for the home appliance industry and those of us in its marketing phase—sometimes called the 'profession of immediacy.' For agency and client alike, Ad Age is the ticker tape of the advertising world."

All things to all admen? Not quite. But Advertising Age *does* fulfill a "vital role" for the marketing-interested executives who *influence* as well as those who *activate* today's market and media decisions. So, it's not an idle claim—it's a fact: your sales message in Ad Age reaches most of the decision-makers of importance to you because week in, week out, they depend on Ad Age for its unique and immediate coverage of the advertising-marketing scene.

Take the Norge Division of the Borg-Warner Corp., for example. This leading manufacturer of laundry, cooking and refrigeration appliances—with annual sales in the $100,000,000 category—is about to kick off the biggest television spot campaign in its history. Some 90 markets will get a substantial portion of a $1,500,000 appropriation (allocated primarily to back Norge's Dispensomat automatic washer) over an eight-week period starting September 15. In addition, many of the 87 Norge distributors use radio and tv spots regularly throughout the year.

Every Monday, *6 paid-subscription copies of Ad Age* perform a "tremendous service" for Norge executives with marketing responsibilities. Further, *48 paid-subscription copies* get read—and used—at Donahue & Coe, Inc., the agency handling the Norge account.

Add to this AA's more than 42,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 12,500 agency people alone, its intense readership by top executives in national advertising companies—and you'll recognize in Ad Age a most influential medium for swinging broadcast decisions your way.

GORDON G. HURT is responsible for a total Norge home appliance advertising and merchandising effort of nearly $10,000,000 a year. Before joining Norge in 1957, he was an account executive with Maxon, Inc., for three years. From 1947 to 1954, he was associated with the Hotpoint Company, where he held several positions, including that of advertising manager in charge of major appliances.

PAUL E. KELLY, also a Maxon alumnus, served that agency as an account executive from 1948 to 1955. His earlier agency associations include Tatham-Laird (account executive and office manager) and Young & Rubicam (traffic and production manager). Prior to coming to Donahue & Coe in 1957, he was advertising and sales manager for the Lake Shore Division, Electrographic Corp., for two years.

ABC ABP NBP

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CARTOON
PACKAGE
FULL OF FUN

150 animated color episodes, loaded with excitement and thrilling close-shaves, carry this small boy and his teddy bear friend to distant planets, the wild west, pirate ships and caves. Spunky and Tadpole will add new life to your programming for young and old.

GUILD FILMS COMPANY, INC
460 PARK AVE. N. Y. 22, N. Y. MU 8-5365
IN CANADA: S. W. CALDWELL LTD., TORONTO

39 'THIRD MAN' SHOWS, NO PILOT

The day of the pilot film is just about over, Mort Abrahams, executive producer of National Telefilm Assoc., said last week in announcing plans of NTA to film 39 installments of the *Third Man* tv series which it is co-producing with the BBC. Of the 39 half-hour episodes, 20 will be produced in Hollywood starting this November, 19 in England and on the continent starting next spring. Felix Jackson will be producer of the series, both here and abroad.

The time has come for producers to back their judgment with their own money and produce a full series, as NTA is doing with *Third Man,* Mr. Abrahams stated. In today's stiff competition for good tv programming, the advertiser must realize that if he's buying a series for $35,000 per program, the quality of the series as a whole is not going to match that of a pilot made for twice that amount.

"We want our programming to be so important that an investment of $1 million or $2 million will be incidental," Mr. Abrahams declared. He pointed out that a prospective sponsor can see 39 episodes of any NTA tv program, not just a pilot or two, and commented parenthetically that by producing a full series in advance the producer is freed from any sponsor interference in making the programs.

Discussions are under way with 20th Century-Fox to film the *Third Man* at the motion picture company's Westwood Lot, Mr. Abrahams said. NTA used 20th's facilities to produce *Man Without A Gun* and *How to Marry a Millionaire* and the two organizations are co-owners of the NTA Film Network. The English part of the series will be filmed at the Shepperton Studios of British Lion, he said.

The cost of making the *Third Man,* which will star James Mason, will come to about $1.5 million. BBC is financing part of the series, Mr. Abrahams said, but he declined to reveal the details, saying that they would have to come from BBC. This is the first time that the non-commercial state broadcasting organization has entered into a commercial enterprise with an American company, he stated. David Swift and Dick Berg are writing some of the *Third Man* episodes here. British writers will also work on the series.

Videotape will be important in NTA's future, Mr. Abrahams stated during his news conference Aug. 26 at the Beverly Hills Hotel, Beverly Hills, Calif. With tape recording equipment already installed at WNTA-TV Newark, N. J., and a similar installation planned for KMSP-TV Minneapolis-St. Paul, Minn., he said that NTA also is preparing for videotape recording at its New York headquarters in addition to its owned tv stations.

"We have large scale plans in blueprint form for this very flexible medium," he said, predicting that in the next two years videotape will become a big part of broadcasting. NTA will begin by using VTR for commercials for its own programs and is already exploring other uses of the process.

Pike to Produce Pictures

James A. Pike, vice president of the Yankee Div., RKO Teleradio Pictures Inc. (WNAC-TV Boston), has resigned to form Pike Productions, Boston, effective today (Sept. 1). The firm plans to produce 16 and 35 mm tv spots for education, public affairs and feature films for industry in monochrome or color.

AT trade news party to announce appointments of key sales and administrative officials of new Independent Television Corp. [FILM Aug. 25] were (l to r): Jack Wrather, head of Jack Wrather organization and board chairman of ITC; Walter Walz, partner in Carl M. Loeb, Rhoades & Co., a member of ITC board; Walter Kingsley, ITC president, and Edward Tisch, treasurer of Jack Wrather organization. ITC, whose officials say it will be a distribution organization equal to any in tv within 30 days, is owned by Wrather and Loeb, Rhoades and Associated Television Ltd., program contractor for British commercial stations in London and the Midlands.

FPA Antitrust Move on Networks Said to Be Only 'Precautionary'

The Film Producers Assn. of New York, which recently asked the Justice Dept. to explore "possible monopolistic practices" by television networks in the field of videotape programs and commercials [AT DEADLINE, Aug. 25], explained last week that its move was "purely precautionary" and "prosecution," was not contemplated.

Nathan Zucker, FPA president, told a news conference in New York that the association recognizes the networks have "a legal right to produce commercials and programs on tape" but at the same time, FPA members are concerned about "the possible illegal use of that right."

Mr. Zucker reported that a group of FPA representatives told Robert A. Bicks and Maurice Silverman of the Justice Dept. anti-trust division during a meeting on Aug. 22 that the 35 producers of film commercials, programs and documentary films belonging to FPA were "apprehensive that the vertical integration of network control over broadcast time, outlets, programs, equipment and now advertising messages made on videotape is a threat to independent competition." The FPA spokesmen made the point, Mr. Zucker said, that the "loss leader" principle of selling is "a possible result of such a monopoly."

Mr. Zucker told newsmen that it was possible that networks would "throw in" videotape facilities for commercials as an incentive to sell programs or broadcast time, but under questioning, he would not acknowledge that networks are pursuing this practice at this time. He insisted there could be "a tendency" to implement this practice in the future.

FILM SALES

Screen Gems Inc. reports its "Shock!" package of 52 feature films and its "Son of Shock" package of 20 features have been bought by KMTV (TV) Omaha, KMID-TV Midland, Tex., and WESH-TV Daytona Beach, Fla.

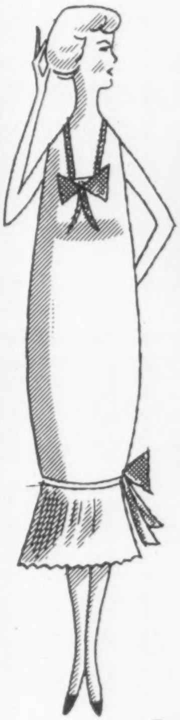
Translux Television Corp., N.Y., reports sale of Encyclopaedia Britannica library of 700 films to KQTV (TV) Fort Dodge, Iowa, for five years, starting Sept. 1.

Frank Cooper Assoc., N. Y., talent-tv packaging company, reports two of its programs, now carried in U. S., have been sold for showing in United Kingdom. They are *The Verdict Is Yours* and *Keep It in the Family,* which will start this fall.

Screen Gems Inc., N.Y., reports production will begin in early fall on new series, tentatively titled *Arizona Posse,* based on actual experiences of Phoenix (Ariz.) sheriff's office.

RANDOM SHOT

Bar-Dot Productions Inc., Hollywood, formed by movie-tv star **Steve Brodie** and producer **Hal Davis.** Bar-Dot will produce both motion pictures and tv films.



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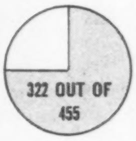
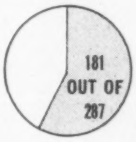
In Rochester, N. Y.

CHANNEL 10 Measures Up!

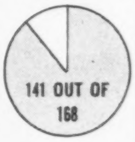
MOST ROCHESTER FAVORITES*



MOST TOP QUARTER HOURS*



MOST FIRSTS In Daytime QUARTER HOURS*



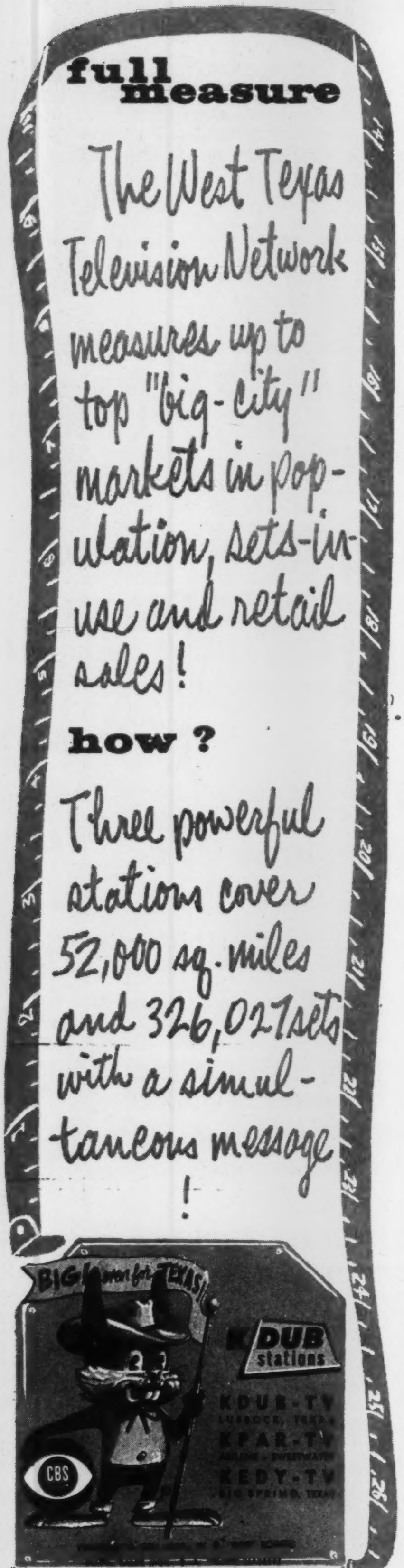
MOST FIRSTS In Nighttime QUARTER HOURS*

HELP YOURSELF TO THE BIGGEST AUDIENCE IN THE RICH ROCHESTER AREA!

* Rochester Metropolitan Area TELEPULSE March 1958

NATIONAL REPRESENTATIVES
The Bolling Co. WVET-TV
Everett McKinney WHEC-TV

In Rochester, N. Y.
IT ALL ADDS UP TO
10 CBS BASIC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The West Texas Television Network measures up to top "big-city" markets in population, sets-in-use and retail sales!
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Three powerful stations cover 52,000 sq. miles and 326,027 sets with a simultaneous message!
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KEDY-TV
BIG SPRING, TEXAS
CBS
NATIONAL REPRESENTATIVE THE BRANHAM COMPANY

ABA PUTS CANON 35 ON TRIAL

- **House of Delegates postpones move to continue ban**
- **NAB, news groups will have chance to present case**

Canon 35 of the Canons of Judicial Ethics of the American Bar Assn. has been put on trial, and by ABA itself.

The ABA House of Delegates, which determines the official position of the organization on all questions of professional and public policy, last week rejected a proposal for a slight amendment that would retain Canon 35's prohibition of cameras and microphones from the courtrooms of the nation. Instead it voted to defer action until a new ABA committee has collected and studied evidence on what actually happens in a court when these modern reporting techniques are admitted.

Robert D. Swezey, executive vice president of WDSU-AM-TV New Orleans, chairman of the NAB Freedom of Information Committee, hailed the action as affording a chance for "lawyers, broadcasters and the press, working together in the spirit of good will and cooperation to find answers to the questions involved in coverage of court trials by radio and television and still photographers." In a message of congratulation on behalf of radio and tv broadcasters to the ABA board of governors, which recommended further study before action on Canon 35, and the House of Delegates, which approved that recommendation, Mr. Swezey said: "Broadcasters stand ready to help the special committee in every possible way."

Mr. Swezey, a lawyer and ABA member, might take at least part of the credit for winning for the broadcast media a chance to prove their right to join pad-and-pencil reporters in covering court proceedings. Last February at a midwinter meeting of the ABA House of Delegates in Atlanta, he appeared before that body as representative of NAB and the Radio Television News Directors Assn. Following his appearance, the House deferred action on the proposal to perpetuate the courtroom ban on cameras and microphones until its annual meeting last week in Los Angeles [Trade Assns., March 3].

However, Mr. Swezey said that credit for last week's vote to defer action pending further study belongs chiefly to the individual broadcasters throughout the country who have discussed the problem with lawyers and judges in their own communities, pointing out that the bright lights traditionally associated with motion pictures are unnecessary for modern day tv camera operation and that microphones adequate for courtroom coverage are today so small and inconspicuous as to go virtually unnoticed.

It was the accumulation of many such local educational discussions by many individual broadcasters that brought about ABA's willingness to continue to study the problem and not to vote hastily to maintain the present closed-door policy in perpetuity, he said.

The vote to defer action on Canon 35 until further studies have been conducted was in line with a proposal made by NAB President Hal Fellows the week before. In an address to the Veterans of Foreign Wars, Mr. Fellows charged that Canon 35 has "hobbled" the right of the public to know what goes on in the courts. He called on ABA to delay action on the proposed amendment to the canon and proposed that top-level representatives of the legal profession, broadcasting, the press and other media be called to discuss the role of cameras and microphones in court reporting [Trade Assns., Aug. 25].

The proposal of the ABA board of governors for a second postponement on the proposed amendment to Canon 35 indicates a change of heart by that group. In February, the board recommended adoption of the amendment. Last Monday (Aug. 25) at the opening session of the House of Delegates annual meeting, the board reported its suggestion for delay.

Jack Krueger, president of Radio Television News Directors Assn., WTMJ-AM-TV Milwaukee, commended the House of Delegates for its decision. He offered RTNDA aid in its study to preserve fair trial.

Earlier, Mr. Krueger had urged RTNDA members to contact ABA delegates with respect to Canon 35 and also suggested to RTNDA's West Coast delegates that they take the issue directly to listeners and viewers on Los Angeles stations with editorials, panel sessions and talks while ABA's House of Delegates was meeting there.

Mr. Krueger pointed out that Edward Ryan, WTOP Washington, head of RTNDA's freedom of information committee and Ted Koop, CBS Washington News and public affairs chief and RTNDA board chairman, have been cooperating with NAB's Freedom of Information Committee in the fight to amend Canon 35. Both groups have worked out a code of ethics and procedures for courtroom broadcast coverage.

Mr. Swezey was commended by Mr. Krueger for his "excellent and unprecedented" work in the fight for free access to court coverage. He called Mr. Swezey's floor argument before the ABA house last February the "greatest single contribution" to the industry's campaign for the right of broadcast and photographic coverage of courtroom proceedings.

Before the vote was taken on the board of governors' recommendation to defer action on Canon 35, Albert E. Jenner Jr., Chicago attorney and a delegate representing the Illinois State Bar Assn., reported on a poll on Canon 35 made by the American College of Trial Lawyers, of which he is president-elect. The ACTL membership of some 900 had been asked to express their position on the NAB suggestion to defer action on Canon 35 until next winter to permit further investigation of the subject. Tabulation of the returns, he

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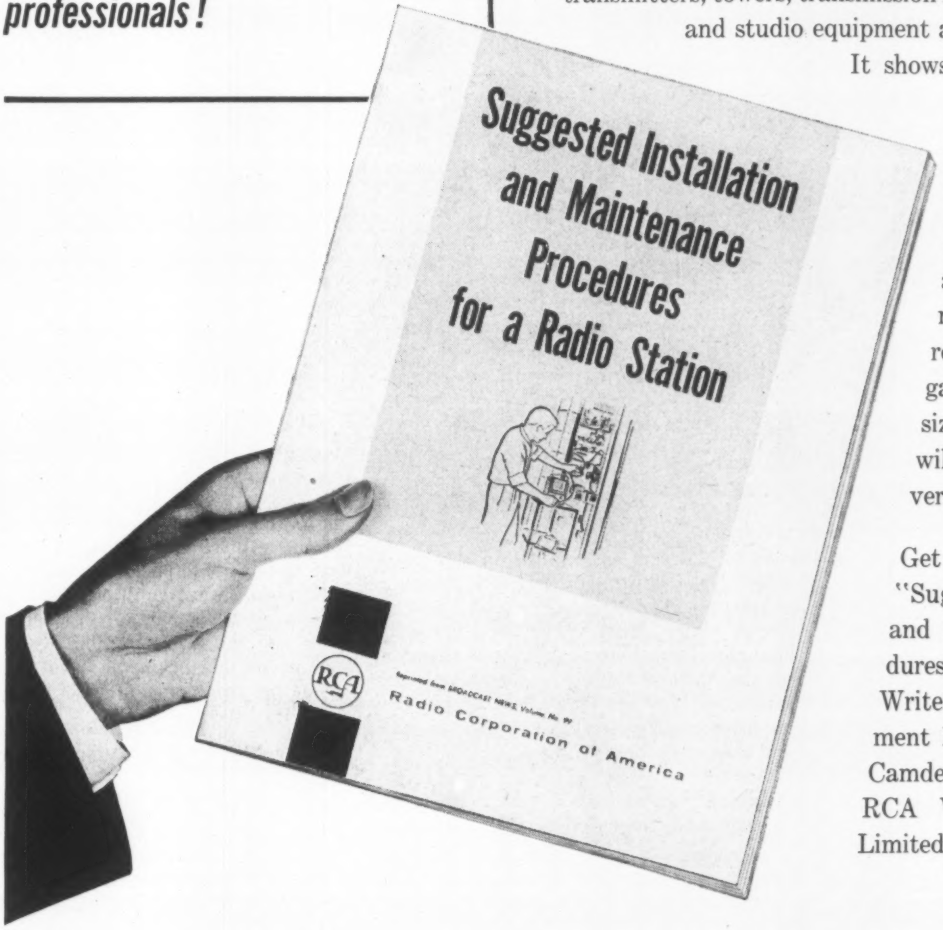
Equipment for a radio station often represents a substantial and long-term investment. Proper installation and regular maintenance can lengthen equipment life, and assure a greater return on this investment. Hence, the importance of this new brochure, which outlines procedures suggested by experienced engineers for installing and servicing of radio broadcast stations.

Typical installation and maintenance practices for transmitters, towers, transmission lines, ground systems and studio equipment are covered in detail. It shows you how to install directional and non-directional antenna systems; ground systems; how to check delivery and install the transmitter and the control room equipment. Regardless of the type or size of installation you will find this brochure very helpful.

Get your free copy of "Suggested Installation and Maintenance Procedures for a Radio Station." Write to RCA, Department K-22, Building 15-1, Camden, N. J. In Canada, RCA VICTOR Company Limited, Montreal.


Suggested Installation and Maintenance Procedures for a Radio Station
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RCA *. . . your first source of help in station planning*

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, N. J.

Tmk(s) ®

said, found 55 members favoring such a delay, while 308 opposed it.

Yet when the ABA session voted on what House Chairman James L. Shepherd Jr., Houston, called "one of the most important matters ever to come before the House of Delegates," the members showed that they had made their minds up in advance in favor of postponement. Probably they had read the material provided for them by ABA, including a full report of the proceedings of the February meeting that covered the testimony of Mr. Swezey and Elisha Hanson, representing newspaper interests, in opposition to Canon 35 as well as that of proponents of the Canon, plus supplementary literature supplied by NAB, NPPA and American Society of Newspaper Editors.

NEW TV FILM LEVY IS CALLED UNFAIR

- **Legal group discusses impact**
- **Independents would be hit**

Recent rulings of the U. S. Treasury Dept. threaten to make life very difficult for the independent tv producer if not to put him out of business altogether. That was the consensus of a panel of one producer and three tax attorneys who discussed "Tax Problems of the Independent Motion Picture and Tv Producer" Aug. 26, at a session held in conjunction with the annual convention of the American Bar Assn. in Los Angeles.

Panel members were: Desi Arnaz, president, Desilu Productions, and three tax attorneys, Arthur Manella (Desilu's tax attorney), Lawrence Irell and Harold D. Berkowitz. Discussion simulated what might have occurred seven years ago, with Mr. Arnaz posing as an actor who wants to become a tv producer and is asking the attorneys for advice on tax matters.

When they told him that Treasury agents were insisting that tv film producers must pay taxes on the basis of the estimated overall revenue which their films will produce, including possible reruns as well as the original telecasts, and that in a case now pending the government asserts that no more than 50% of the cost of production may be amortized in the first year, Mr. Arnaz protested that if this is upheld, "we're all out of business." But he hastily added an expression of disbelief that this will be the case [GOVERNMENT, July 28].

"It seems to me that the intent of the tax act is to collect taxes on money that's been earned, and that's all right," he stated. "If these new rulings hold, all the little guys are going to suffer. It may be all right for the big studios, but the independent producers in television will be put out of business. I just don't believe it. I've never found this country to be that unfair."

The general practice of tv producers has been to compute taxes on a cost recovery method, the tax lawyers said. Taxes figured this way are paid on actual receipts in the tax year over the actual expenses for the year. But under the estimated gross receipts method, both expenses and estimated revenue are prorated, for tax purposes, over the estimated length of time this revenue will come in. This tax method was first employed for theatrical motion pictures and has been lately transferred to tv film as well. It is difficult for a tv producer to estimate the gross receipts of his products, the panel agreed.

ABA's 'Gavel' Awards Presented to CBS, NBC

CBS and NBC were among recipients of the first "Gavel Awards" of the American Bar Assn., given for outstanding contributions to public understanding of the American legal and judicial systems. The awards were presented by ABA President Charles S. Rhyne Thursday (Aug. 28), at the banquet of the ABA meeting held last week in Los Angeles.

The award to CBS was given for "contributing to public understanding of the roles of lawyers and courts in American society as illustrated by its television productions *The Greer Case* and *The Verdict Is Yours*." That to NBC was made for "its contribution to public understanding of the intrinsic values of the American system of law and justice, as depicted in its television productions *An Act of Law* and *American Trial by Jury*."

Awards were made by a special ABA committee on awards to media of public information established last year to give recognition to the media of mass information and entertainment for "outstanding published articles, live dramatic productions or motion pictures which increase public understanding of the legal profession and the administration of justice." The committee recommended (and the convention approved) its continuance, with consideration to be given in the next year or two to making it a standing rather than a special committee.

"The recession has affected a number of television and motion picture projects which your committee has had in mind," the ABA standing Committee on public relations report commented. "Sponsors of the type which would prove acceptable to the association have drastically curtailed budgets. However, our agreement with CBS for the production of a series of television shows dealing with the lawyer is still in effect and the committee has been informed that CBS is anxious to proceed with the series as soon as a suitable script is found for a pilot film." Plans for a tv series based on cases involving the bill of rights and other constitutional questions are also being held in abeyance pending the location of a suitable sponsor, the committee said.

ABA's standing committee on communications, headed by Fred W. Albertson of Dow, Lohnes & Albertson, Washington, D. C., in its report reviewed FCC activities in am, fm and tv broadcasting, including color tv, toll tv and community antenna systems; the commission's activities in the fields of common carriers and overall frequency allocations; developments in international communications; legislative actions of the house and senate, and the most important court decisions affecting communications of the past year. The report concluded: "The advent of the International Telecommunication Union Conference [to be held next year in Geneva, Switzerland] has caused renewed interest in the subject of frequency allocations and the results of the FCC's investigations in this field will have a profound effect on communications in this country for at least the next decade."

Kiefer Heads Fm Association

J. B. Kiefer, president and general manager of KMLA (FM) Los Angeles, was elected president of Fm Broadcasters Assn. of Southern California at an organizational meeting. Other officers: Fred Rabell, KITT (FM) San Diego, vice president; Buff Gottlib, KFMU (FM) Glendale, secretary; Maurice Buchen, KGLA (FM) Los Angeles, treasurer. Elected directors were: Dr. Buchen; A. Arthur Crawford, KCBH (FM) Beverly Hills; Benson Curtis, KRHM (FM) Los Angeles; Mr. Kiefer; Dorothy Rabell, KITT, representing the San Diego district; Edward Robertson, KQXR (FM) Bakersfield, representing that district, and Dameron Warren, KRCW (FM) Santa Barbara, representing that district.

The association plans to coordinate its activities with those of the national Fm Development Assn., of which Mr. Kiefer is also president. Mr. Rabell, a member of the Fm Committee of NAB, will serve as liaison with that organization.

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HOLY BIBLE
BALLOT
State Treasurer
Auditor General

You can get reprints of this advertisement, at no cost, by writing to this magazine.

Will you leave these freedoms to your children?

Men have died to leave you these 4 symbols of freedom:

A Holy Bible—symbol of your right to worship as you wish.
(First Amendment, U. S. Constitution)

A door key—your right to lock your door against illegal government force and prying. (Fourth Amendment, U. S. Constitution)

A pencil—freedom to speak or write what you think, whether you agree with the government or not.
(First Amendment, U. S. Constitution)

And a free ballot—your right to choose the people who represent you in government—your protection against government tyranny.
(Article I, U. S. Constitution)

HALF the world is trying to destroy these 4 symbols and what they stand for.

Even in this country, there are people who threaten our freedoms, by trying to give the U. S. government more and more control over American life.

They have a start—already the government runs hundreds of different kinds of business in competition with its own citizens. And you read about proposals that government take over even more.

The electric light and power business, for example. The federal government already runs some of it. And Congress is being pressed to take over still more. Even though every such step leads down the road to socialism, one thing *most* Americans *don't* want.

If socialism comes to America this way—step by step—you'll never have a chance to vote for or against it. For by that time, government will control your job, your independence, your thinking. Then what freedoms will you be able to pass on to your children?

America's Independent Electric Light and Power Companies*

*Company names on request through this magazine

TvB Sales Clinics To Start Next Week

Television Bureau of Advertising's 16-city tv selling clinics will begin Sept. 10 at the Barringer Hotel in Charlotte, N. C., Norman E. Cash, bureau president announced last week. Workshop sessions, which will run through Oct. 29, will operate on the theme, "Television Sells Best, But It Also Requires Better Selling."

The program, to be handled in different cities by TvB staff members and sales personnel of member stations, will cover the following topics: (1) how to pick prospects; (2) answers to a tv salesman's 20 toughest questions; (3) making a presentation work; (4) TvB selling aids; (5) what has sold the retailer; (6) getting co-op money used for tv; (7) tv success stories; (8) creative selling with local commercials; (9) keeping the advertiser sold on tv; (10) workshops on specific sales problems.

The sessions, beginning in Charlotte, will continue in Atlanta, Sept. 12, Dinkler-Plaza; Memphis, Sept. 15, Hotel Peabody; Baton Rouge, Sept. 17, Capitol House; Detroit, Sept. 19, Statler-Hilton; Chicago, Sept. 22, Sheraton Hotel; Oklahoma City, Sept. 24, Oklahoma Biltmore; Los Angeles, Sept. 24, Sheraton Town House; Seattle, Sept. 26, Olympic Western; Kansas City, Mo., Sept. 25, Hotel Muehlebach; San Francisco, Oct. 1, Mark Hopkins Hotel; Denver, Oct. 3, Cosmopolitan Hotel; Milwaukee, Oct. 15, Hotel Schroeder; New York, Oct. 17, Sheraton-East; Boston, Oct. 22, Kenmore Hotel; Washington, D. C., Oct. 29, Mayflower Hotel.

TvB staff members also will conduct film sessions for broadcasting executives at NAB's '58 regional meetings, scheduled in Biloxi, Miss., Sept. 19, Buena Vista Hotel; Oklahoma City, Sept. 23, Oklahoma Biltmore; San Francisco, Sept. 30, Mark Hopkins Hotel; Milwaukee, Oct. 14, Plankinton House; Minneapolis, Oct. 17, Radisson Hotel; Boston, Oct. 21, Somerset Hotel; Washington, D. C., Oct. 28, Statler Hotel.

N. Y. Meet for Audio Engineers

The tenth annual convention of the Audio Engineering Society will be held Sept. 29-Oct. 3, at the Hotel New Yorker, New York. Among the papers to be read will be a disclosure of recent revisions and improvements in the Westrex stereo disc recording head which is credited with making stereo development in the U. S. possible; a full engineering description of the RCA stereophonic tape cartridge; a method for determining the absolute recording sensitivity of magnetic tape, and a description of a new device, a magnetic groove disc, for broadcast station use. A new feature of the convention will be the first exhibition of professional audio equipment to be sponsored by the society.

Gaither Heads Georgia Group; WLWA (TV), WSB Take Awards

Frank Gaither, WSB Atlanta, was elected president of the Georgia Assn. of Broadcasters at its Aug. 24-26 meeting, held at St. Simons Island. He succeeds John W. Jacobs Jr., WDUN Gainesville.

Ralph Edwards, WWGS Tifton, was elected first vice president; George Patton, WBML Macon, second vice president, and Paul Reid, WBHB Fitzgerald, secretary-treasurer. Named to the board were James Hicks, WRDW Augusta; Charles McClure, WGBA Columbus; Bill Keller, WGOV Valdosta; Roscoe Ledford, WVOP Vidalia, and Mr. Jacobs.

GAB awards for the state "Deathless Weekend" campaign were presented to Harry LeBrun, on behalf of WLWA (TV) Atlanta and Mr. Gaither on behalf of WSB.

Vincent T. Wasilewski, NAB government relations manager, told the Aug. 25 luncheon one of the most active sessions of Congress had adjourned without passage of any measure affecting broadcasting.

"When a Congress spends two years investigating everything from loud commercials to music programming without adopting legislation contrary to the best interests of broadcasting, I consider it a successful session," he said, listing pay tv, alcoholic beverage advertising ban, sports antitrust exemption and bills to amend the Communications Act as items affecting radio-tv.

Mr. Wasilewski urged broadcasters to maintain contact with their congressmen and senators. "You are an important man, both as a citizen and as a broadcaster, to your elected representative in Congress," he said. "Nine times out of ten he appreciates frequent contact with both you and your personnel. He recognizes the importance of the broadcast media. Most of you are more important than you think.

"Just as your congressman has obligations to you, whether or not you voted for him, so likewise do you have a most serious obligation to him and your audience. The fact that broadcasting stations are used so extensively by political candidates gives to the broadcaster the unique opportunity of demonstrating his innate character to these . . . [congressmen]."

RTES Schedules Seminars

Radio & Television Executives Society of New York has announced that its 1958-59 time-buying and selling seminars will be held each Tuesday for 16 weeks at the Hotel Shelton in New York, starting Sept. 9. Registration fee is $10. Committee members are: Speakers and subjects — Norman E. Cash, Television Bureau of Advertising; Raymond E. Jones, Young & Rubicam; David R. Kimble, Grey Adv.; Frank G. Stisser, C. E. Hooper Inc.; Jayne M. Shannon, J. Walter Thompson; Arrangements — Peggy Stone, Radio Tv Representatives; Philip R. Richtscheidt, George P. Hollingbery Co.; Registrations—Robert W. Morris, Broadcast Advertisers Reports and Albert B. Shepard, Select Station Representatives; Publicity — Miles David, Radio Advertising Bureau, and Jack L. Gross, American Research Bureau.

WOW! WHAT A FIRST YEAR
THANKS A MILLION FOLKS

"Jaxie" and WFGA-TV have enjoyed one year of steadily growing popularity down in Jacksonville—focal point of a $1½ billion 64-county Florida-Georgia area. During the year, the station won national honors in Two Station Markets, winning 2nd place for General Audience Promotion and 2nd place in Sales Promotion in the Television Age-Billboard promotion competition.

We want to express our appreciation to our good friends and patrons, the agency people and time buyers throughout the country.

"Jaxie", the porpoise with a purpose, is beginning his second year with the same avowed aim—to provide top-flight programming! . . . excellent promotion! . . . hard-hitting merchandising!

Basic NBC Affiliate, plus selected ABC Programming.

Represented by
Peters, Griffin, Woodward, Inc.

WFGA-TV Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

You get better pictures with Du Pont film

The photo above is an actual enlargement of a single 16 mm frame from a newsreel shot on Du Pont Type 931 Film early in the morning after a light plane crash near Portland, Oregon.

KGW-TV counts on 930 and 931

to get the news on the air fast!

Richard Ross, News Director of KGW-TV, Portland, Oregon, says that his station has used Du Pont film for newsreels since it started operations in December, 1956. "Despite some rough assignments, it has never let us down," says Mr. Ross about Du Pont Rapid Reversal Film. "It was certainly a powerful factor in our news programs having been listed by the American Research Bureau as the top multi-weekly news program in several consecutive rating periods.

"One of the reasons we get our news on the air so fast is the rapid drying time of Du Pont 930 and 931. They dry at least five minutes sooner and those five minutes mean smoother editing, more professional treatment of the coverage."

Portland has frequent rains during the winter and spring, with dull skies, early darkness and very poor lighting conditions. "We find that 931 film has the necessary speed, resolution and contrast to make good, usable pictures under extreme conditions. With the added bonus of fast processing, you can see why Du Pont is one of the vital tools in our operation," concludes Mr. Ross.

For more information on Du Pont films for every TV need, contact the nearest Du Pont Sales Office or write Du Pont Photo Products Department, 2432-A Nemours Building, Wilmington 98, Delaware. In Canada: Du Pont Company of Canada (1956) Limited, Toronto.

DU PONT
REG. U. S. PAT. OFF.

Better Things for Better Living . . . *through Chemistry*

NAB Modifies Rules For Voice of Democracy

Rules governing the 12th annual Voice of Democracy scriptwriting contest have been revised to provide one national winner out of four semi-finalists, instead of four national co-winners as in past contests. The contest is sponsored by NAB and Electronic Industries Assn.

The top winner will receive a $1,500 scholarship to be administered by the National Assn. of Secondary-School Principals. It may be used at any college. The semi-finalists will receive gold recordings of their winning entries. In addition, U. of Missouri will present $500 scholarships to its journalism school as part of the school's 50th anniversary celebration.

State broadcaster associations are co-sponsoring the contest this year, the U. S. Junior Chamber of Commerce having withdrawn from management of local competitions. Over 30 state groups have announced they will participate.

Each state winner will be given an all-expense trip to Washington next February for the national award ceremonies. The contest is open to 10th through 12th grade students in all public, private and parochial schools. Contest material has been sent to 28,000 schools. Each contestant writes a three-to-five minute broadcast script on the theme, "I Speak for Democracy," delivering the script orally in school competition. Community, county and state eliminations follow. The contest is endorsed by the U. S. Office of Education.

These state broadcaster associations are participating: Alabama, Arizona, Arkansas, Colorado, Connecticut, Florida, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland-D. C., Massachusetts, Missouri, Nebraska, New Mexico, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin and Wyoming.

C. R. Horne Elected President Of Arkansas Broadcasters Assn.

C. R. Horne, KXRJ Russellville, was elected president of the Arkansas Broadcasters Assn. at its Aug. 22 meeting. Other officers: Lee Reaves, KWRF Warren, vice president; Kermit L. Richardson, KBOK Malvern, secretary. Named to the board were L. B. Tooley, KXAR Hope; Adrian L. White, KPOC Pocahontas; Julian Haas, KAGH Croffett; Melvin P. Spann, KWAK Stuttgart, and C. J. Dickson, KBLO Hot Springs. Mary Pritchett, Little Rock, continues as executive secretary of ABA.

Three officers of neighboring state associations took part in a business session panel that include a discussion, "Selling Radio by Radio," with Don Thompson, KAMO Rogers, as moderator. Panelists were John E. Bell, WCMA Corinth, president of Mississippi Broadcasters Assn.; Allan Page, KGWA Enid, past president of Oklahoma Broadcasters Assn., and Joe M. Leonard, KGAF Gainesville, secretary-treasurer of Texas Assn. of Broadcasters.

FCC Comr. John S. Cross made his maiden address as a commissioner, describing work of the commission and some of its problems.

Committees on Personnel, Film Appointed by Fellows for NAB

Two committees were appointed last week by NAB President Harold E. Fellows—an advisory group to study personnel patterns in the broadcasting industry and the 1958-59 Television Film Committee.

The advisory committee is headed by Charles H. Tower, NAB manager of broadcast personnel and economics. Other members are Dr. Glenn Starlin, U. of Oregon; Dr. Kenneth Harwood, U. of Southern California; Robert J. McAndrews, KBIG Los Angeles; Richard M. Brown, KPOJ Portland, Ore., and Frederick H. Garrigus, NAB organizational services manager who will be committee secretary.

NAB, working with the Assn. for Professional Broadcast Education, will seek information about people who work in broadcasting and their attitude towards their jobs. Experience, education and other factors contributing to job success will be surveyed.

Joseph L. Floyd, KELO-TV Sioux Falls, S. D., was named chairman of the tv film group. Other members are A. J. Fletcher, WRAL-TV Raleigh, N. C.; Frederick S. Houwink, WMAL-TV Washington; Paul W. Morency, WTIC-TV Hartford, Conn.; Lee Ruwitch, WTVJ (TV) Miami; Eugene S. Thomas, KETV (TV) Omaha, Neb.; Lynn Trammell, WBAP-TV Fort Worth, and Kenneth I. Tredwell Jr., WBTV (TV) Charlotte, N. C.

Hardesty Traces Radio Success

Big growth in radio in recent years has taken place because of better management and disappearance of absentee owners, John F. Hardesty, vice president-general manager of RAB, told the Columbus (Ga.) Advertising Club Aug. 21. Mr. Hardesty described absentee owner as "self-styled chief radio station executive who shouldn't be in the radio business at all . . . like the American buffalo, these pseudo-media men have gradually faded away. In their place, fortunately, have come aggressive, radio-only men who are willing to devote their full energies to the furtherance of the medium."

Ad Men & Women to Hear Briggs

The Assn. of Advertising Men & Women will open its 43rd season of activity on Wednesday (Sept. 3) when it holds its first luncheon of 1958-59. James B. Briggs, executive vice president of Erwin Wasey, Ruthrauff & Ryan, New York, will be guest of honor and will answer questions on advertising by a panel consisting of Joseph Kaselow, *New York Herald Tribune;* James O'Gara, *Advertising Age;* Carl Spielvogel, *New York Times,* and Doris Willens, *New York Journal American.*

FROM SUPPLY TO DEMAND

DON'T LET THE TOWER
BE THE WEAKEST LINK
IN YOUR CHAIN

Tops in Towers

Go Utility

FOR A CUSTOM
INSTALLATION
LARGE OR SMALL

UTILITY TOWER CO.
BOX 7022
OKLAHOMA CITY, OKLAHOMA

Grand Forks Mother can't risk being a "pioneer" when she shops...

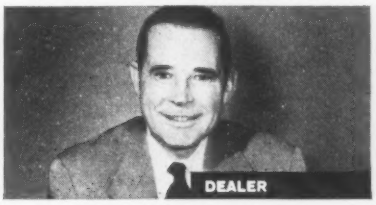
BEATRICE PINSLEY

She's always satisfied most with a brand that's made a name for itself!

"I MADE IT... and I make sure that the best materials and workmanship go into any product with *my* name on it. Naturally, people blame *me* if my product is unsatisfactory, and they stop buying it. I can't risk turning out anything that may be only 'second-best.'"

MANUFACTURER

"I SOLD IT... recommended it because the name it has made for itself tells me it's one of the best, most up-to-date products in its field. In fact, a good brand name is the best *guarantee* my customers can have when they buy. And for me, too . . . I know they'll buy it again."



DEALER

"I BOUGHT IT... because it's an advertised brand I can trust completely. I just won't risk my family's welfare on some product I don't know anything about—even when they say it's 'just as good.' I feel safer, somehow, when I stick to a brand I *know* I can depend on."

CUSTOMER

THE *BRANDS* YOU SEE ADVERTISED IN THIS MAGAZINE ARE *NAMES* YOU CAN TRUST!

They stand firmly behind every product and claim they make.

BRAND NAMES FOUNDATION, INC. • 437 FIFTH AVENUE, NEW YORK 16, N. Y.

LAKE WASHINGTON—This is a sequence from KING-TV Seattle videotape coverage of a mishap during the Gold Cup hydroplane race on Lake Washington, Wash. KING Seattle d.j. Bill Muncey was driving the hydroplane *Miss Thriftway* at 145 mph when its rudder came off. The hydroplane rammed a 45-ft. Coast Guard boat (l), imbedding itself in the steel hull. A coast guardsman (c), below deck when the crash occurred, struggles to free himself as the two vessels sink. The guardsman, who suffered a broken leg, is pictured by KING-TV's VTR as he gets free and is picked up by another boat. Flag still flying (r), the Coast Guard boat submerges. *Miss Thriftway* was still imbedded in the boat when they were raised two days later.

Within minutes of telecasting the accident KING-TV aired it again on tape. Gold Cup officials were able to judge the race through a KING-TV monitor in the official barge. (In last year's Gold Cup Mr. Muncey was disqualified for hitting a buoy; he later was declared winner when judges saw KING-TV film that showed the d.j. had not hit anything.)

A staff of 50, eight tv cameras, the VTR and a miniature Dage tv camera were used by KING-TV in its eight-hour coverage of the race.

DATELINES

Newsworthy News Coverage by Radio and Tv

NANTUCKET—WJAR-TV Providence, R. I., WEEI Boston and WBZ Boston were among the stations that sent staffers to the scene of the Nantucket, Mass., plane crash Aug. 15 in which 23 people died and 11 were injured.

George Clark, cameraman with WJAR-TV made an instrument landing at Nantucket Airport soon after the crash, after flying through bad weather. He filmed the scene and, after being forced back to Nantucket once due to bad flying conditions, got his footage back to WJAR-TV for broadcast at 7:08 a.m.

WEEI newsman Ed Myers reached the accident scene about 4 a.m. He recorded on-the-spot interviews that were used by CBS as well as WEEI.

WBZ had newsmen on the scene and in addition broadcast a beeper appeal from Nantucket Police Chief Wendell Howe Aug. 18 asking listeners to help locate the nose wheel of the crashed plane. The wheel was needed by authorities investigating the cause of the accident. The part was turned in at 9 p.m. that day and the police chief made a public statement attributing the missing part's return to WBZ.

HARTFORD—Newsman Jim Burnes of WDRC Hartford, Conn., took a tape recorder along when he accompanied a man who was testing the legality of the toll on the local Bulkeley Bridge. The driver of the car challenged the toll by driving over the bridge without paying the 25 cent toll and was promptly arrested by East Hartford police. Mr. Burnes' recording of the exchange between the driver and the police was aired on several subsequent newscasts.

MYRTLE BEACH—Vacationing WBT-WBTV (TV) Charlotte, N. C., staffer Clyde McClean arrived at Myrtle Beach, S.C., just before an Air Force jet trainer crashed nearby. Four people were killed and three were injured. Mr. McClean immediately telephoned a report to the stations and to the other Jefferson Standard Broadcasting Co. station, WBTW (TV) Florence, S. C. Cameramen from the tv outlets joined Mr. McClean at the scene and sound-on-film interviews with witnesses of the crash, were rushed backed to the stations. *The Charlotte Observer* and UPI also used the Jefferson stations' pictures and reports.

GENEVA—A second unit of five Peoples Broadcasting Corp. newsmen left New York last week to cover the United Nations meeting on the Peaceful Uses of Atomic Energy in Geneva, Sept. 1-13. The Peoples staffers are visiting Amsterdam, the Brussels World Fair, Zurich, London and other cities.

Reports from the newsmen are going nightly to the corporation's stations (WGAR Cleveland; WRFD Worthington, Ohio; WNAX Yankton, S. D.; KVTV (TV) Sioux City, Iowa; WTTM Trenton, N. J., and WMMN Fairmont, W. Va.)

A previous team of newsmen, sponsored by a group of advertisers on individual Peoples stations, toured Europe a few months ago. Unit number two is sponsored by Nationwide Insurance Co's., Columbus, Ohio. Next February a third party of the company's newsmen will tour South America.

PITTSBURGH—A local newspaper and a wire service used stills taken from the WIIC (TV) Pittsburgh news film of a woman being rescued from a nearby river. WIIC aired the rescue 40 minutes after the alarm came over the station's police radio monitor.

Garden Teams on WINS for Bud

WINS New York and Madison Square Garden announced an agreement Thursday (Aug. 28) for play-by-play broadcasts this season of all home and away games of the Garden-owned New York Rangers (hockey) and New York Knicks (basketball). The unusual $200,000-plus radio package has been purchased entirely by Anheuser-Busch Inc. (Budweiser beer), St. Louis, through D'Arcy Adv., St. Louis. The games no longer are being carried by WPIX (TV) New York. A few of the Ranger games will be seen Saturday afternoons on CBS-TV and a few of the Knicks' on NBC-TV Sunday afternoons, but there will be no tv exposure in New York. Garden officials said this is the most comprehensive broadcast transaction in the Garden's 33-year history, while WINS claimed the Budweiser buy is the largest sports purchase in volume of hours and dollars in the history of New York radio.

WRCA-TV Revises Rate Card

WRCA-TV New York has announced details of its new rate card (No. 18), describing it as "a new simplified rate card, which makes it easier for agency timebuyers to purchase broadcast time." It is effective Sept. 15.

There are no appreciable differences in rates in the new card as compared to rate card No. 17A, issued in April 1957. Examples of the simplified format include the elimination of special rates for weekends; reduction in the number of sales plans through dropping of "The Five Plan"; establishment of a single rate for daytime programs between 10 a.m. and 5 p.m.; setting up of an identical rate protection period of three months for all station breaks and all participations.

RADAR JOINS THE STAFF

Broadcast stations, always weather-minded, are becoming increasingly professional in their techniques. Latest evidence: a rash of stations setting up their own radar systems to predict weather changes.

WMT-AM-TV Cedar Rapids, Iowa, and WFAA-AM-TV Dallas, Tex., are on the air with Collins Radio Co.'s converted aircraft weather radar, and WCCO-AM-TV Minneapolis-St. Paul has purchased Bendix gear. WBKB (TV) Chicago, WBRZ (TV) Baton Rouge, La., and WWIL Ft. Lauderdale are soon to follow, also using Collins equipment. Collins has been negotiating with KSTP-AM-TV Minneapolis-St. Paul, although that organization reports a planned trial-run of a "composite unit of our own assembly."

RCA also has begun offering its radar facilities to broadcasters.

CBS Inc. Officially Assumes Ownership of WCAU Stations

Ownership of WCAU-AM-FM-TV Philadelphia was transferred officially to CBS Inc. last Friday (Aug 30). CBS acquired the stations last winter for $20 million from WCAU Inc., a subsidiary of the Bulletin Co. [AT DEADLINE, Dec. 23, 1957], after FCC approval last month.

President Arthur Hull Hayes of CBS Radio and President Merle S. Jones of the CBS-TV stations division, heading the CBS delegation at the transfer, noted that WCAU was the first radio station to become affiliated with the CBS Radio network (September 1927) and that WCAU-TV was first CBS-TV affiliate (March 1948). Donald W. Thornburgh will continue to be in charge of both radio and tv operations.

The WCAU package station sale was the biggest in history. The $20 million broke down to $15.6 million for the stations and $4.4 million for land and buildings. WCAU is on 1210 kc with 50 kw. WCAU-FM is on 98.1 mc with 10 kc, WCAU-TV is on ch. 10. The transfer brings CBS up to its maximum ownership in both radio and television. It already had radio and vhf tv operations in New York, Los Angeles, Chicago and St. Louis; am-fm operations in Boston and San Francisco, and uhf tv stations in Milwaukee and Hartford, Conn.

Parent of WLAC-AM-TV Sold

Clint Murchison, Texas oilman and financier, last week signed final papers acquiring working control of the Life & Casualty Insurance Co. of Nashville, Tenn., owner of WLAC and 50% owner of WLAC-TV Nashville, Tenn. Price for 1.2 million shares (5 million outstanding) was reported to be $40 million. Paul Mountcastle, chairman of the insurance company, also owns 37.4% of WATE-AM-TV Knoxville, Tenn. Mr. Mountcastle remains with Life & Casualty.

KOOL-TV and KOLD-TV Connected

KOOL-TV Phoenix and KOLD-TV Tucson have been linked into a joint sales package, according to Tom Chauncey, president of both stations. Known as The Arizona Television Network, they now can be bought as a single package at no extra cost for the interconnecting facilities. The two CBS-affiliated stations estimate their combined coverage at 1,268,455 people.

WBC Backs WGBH-TV Power Boost

Westinghouse Broadcasting Co. has given WGBH-TV Boston a 25 w amplifier which will enable that ch. 2 facility to operate on 100 kw, the maximum power allowed an educational station under FCC rules. W. C. Swartley, Westinghouse vice president, and Franklin A. Tooke, WBZ-TV Boston general manager presented the equipment to WGBH-TV General Manager Hartford Gunn at a brief ceremony.

KTTV (TV) to Tape Grid Games

KTTV (TV) Los Angeles will give viewers complete play-by-play coverage of all home football games of the U. of California at Los Angeles, and the U. of Southern California this fall, but a day late. Each Saturday afternoon, the station's remote camera crew and special events director Bill Welsh will send their sight-and-sound report of the gridiron contest back to master control by closed-circuit for videotaping. KTTV will broadcast the games in full each Sunday, starting at 1:30 p.m.

WRC-WAVE Hook-Up Saves Day For Humphrey and Indiana Rally

WRC Washington and WAVE Louisville combined forces to write a happy ending to what had been a pressing problem at a Democratic rally in Indiana. Sen. Hubert Humphrey (D-Minn.) was scheduled to be the featured speaker at an Aug. 23 meeting of the Indiana Democratic Editorial Assn., meeting in French Lick, but was unable to attend because the 85th Congress still was in session.

Using the facilities and personnel of WRC and WAVE, Sen. Humphrey was able to deliver his address and answer questions over a microphone just off the Senate Chambers. And, as a bonus made possible by the two-way radio hook-up, seven other Democratic members of Congress were on hand to answer questions of the 1,000 assembled in French Lick.

Democratic National Chairman Paul Butler served as moderator at the Indiana end, where the "broadcast" was heard over a public address system. In Washington, Sen. Humphrey served as m.c. as the Indiana newsmen also questioned Democratic Sens. Mike Mansfield (Mont.), John Sparkman (Ala.), Frank Church (Idaho), Stuart Symington (Mo.) and George Smathers (Fla.), in addition to Indiana Democratic Congressmen Winfield Denton and Ray Madden. The Washington participants used earphones to hear questions by Democrats at the Indiana rally.

The special hook-up, "on-the-air" for 65 minutes, cost the Democrats approximately $500.

REPRESENTATIVE APPOINTMENTS

KLYN Amarillo, Tex., WHYE Roanoke, Va., WWOK Charlotte, N.C., and **KLFY-TV Lafayette, La.,** appoint William J. Reilly as station representative in midwest. Richard O'Connell Inc. will represent stations in New York area.

WETZ New Martinsville, W. Va., appoints Elaine Johnson Associates of Charleston, W. Va.

KPAL Palm Springs, Calif., appoints Forjoe & Co., N.Y.

WJMR-TV New Orleans names H-R Television Inc. WJMR-TV, ABC-TV affiliate, operates on both vhf ch. 12 and uhf ch. 20. H-R Television also has been named national representative for **WTOL-TV Toledo, Ohio,** to go on air in November as CBS-TV outlet. [BROADCASTING, Aug. 25, 18].

KCBS Grand Prairie, Tex., names Weed Co., N. Y.

QUAD - CITIES
ROCK ISLAND • MOLINE • E. MOLINE • DAVENPORT
now the nation's
47th
TV MARKET
according to Television Age Magazine

RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!

WHBF-TV
CBS FOR THE QUAD-CITIES
Scott County, Iowa, Rock Island County, Illinois
Represented by Avery-Knodel, Inc.

WSLS · TV
the highest rated
ROANOKE, VA.
station in
WSLS · TV
VIRGINIA'S
ROANOKE, VA.
biggest television
WSLS · TV
market . . .
ROANOKE, VA.
MORE TV HOMES!
WSLS · TV
MORE PEOPLE!
ROANOKE, VA.

Chicago Tv-Electronic Fund Has $178.5 Million Net Assets

Television-Electronics Fund Inc., Chicago investment firm, has reported total net assets of $178,531,343 as of July 31, 1958, the end of the third fiscal quarter, with over 95% of the assets invested in common stocks and convertible securities. The fund concentrates on electronic and nucleonic investments.

Chester D. Tripp, president of TEF, described the economic atmosphere as "decidely more optimistic," while predicting slow improvement in business and employment from last spring. The fund, he added, has substantially increased its equity position and reduced holdings of short-term paper and cash.

The 95% investment in stocks and securities compares with an equity position of 86.9% at the close of the 1957 fiscal year last Oct. 31. Total assets, in hitting a new peak, rose 32.1% over the $135,100,234 recorded on that date. Net asset value per share increased from $10.36 to $11.56 during the same nine-month period.

Acme Telectronix Div.'s Assets Added to Fairchild Corporation

Fairchild Camera and Instrument Corp., Long Island, N. Y., has acquired the assets of Acme Telectronix Div. of NEA Service Inc., Cleveland, Ohio, Fairchild President John Carter and NEA Service President Herbert W. Walker have jointly announced.

Acme Telectronix' telephoto and facsimile transmitting equipment—used by UPI, NEA Service and the military—and its color scanning device will be handled by three separate Fairchild divisions.

Mr. Carter referred to the transaction as "another step in our program of diversification and the broadening of the company's product base."

EIA to Consider Tv Promotion

A year-round program designed to stimulate sales of tv sets will be considered at the fall conference of Electronic Industries Assn., according to James D. Secrest, executive vice president. A report on the project will be heard from a special committee that will report to EIA's Consumer Products Div. The fall meeting will be held Sept. 16-18 at the St. Francis Hotel, San Francisco.

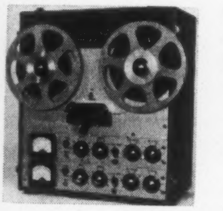
Dr. Ernest O. Lawrence Dies; Invented Cyclotron, Color Tube

Dr. Ernest O. Lawrence, 57, inventor of the cyclotron and of the Lawrence color tv tube, died last Wednesday in Palo Alto. At the time of his death, he was director of the U. of California's Radiation Lab in Berkeley. Death was due to ulcerative colitis.

Dr. Lawrence invented the single gun color tube in 1951. Paramount Pictures' Chromatic Television Labs holds the license to produce the tube for commercial use. Several years ago, Chromatic and Allen B. DuMont Labs announced jointly that they were working to make the tube for receiver use. DuMont no longer makes receivers, Emerson Radio & Phonograph Co. having acquired the line.

MANUFACTURING SHORTS

RCA Victor Radio, "Victrola" Div., Camden, N.J., announced last week it has prepared five conversion kits for use in converting RCA high fidelity instruments to play stereophonic records. Kits, which will be available through RCA Victor distributors in few weeks, will range in price from $19.95 to $79.95.



International Radio & Electronics Corp., Elkhart, Ind., announces new portable stereo tape recorder, "Stereo-X." Tape speeds: 15, 7½, 3¾ ips. Other speeds may be had on request, split or full track erase, as desired. Micro-sync-timing with frequency response example of 20-30,000 cps ±2 db at 15 ips. Signal-to-noise ratio: 54 db. Five inch to 10½ inch NAB reel and 14 inch reels on long play model. Forward or rewind time: 55 seconds for 2400 feet. Aluminum construction throughout with satin anodized engraved panels.

Reeves Soundcraft Corp., announces its executive offices of Danbury, Conn., plant are now open. Executives operating in the Danbury facility include **Frank B. Rogers Jr.,** executive vice president; **William H. Deacy,** vice president; **George P. Bassett,** distributor sales management; **Thomas J. Dempsey,** advertising and sales promotion manager; **Arthur E. McGowan,** assistant advertising and sales promotion manager, and **William A. Morrison,** instrumentation sales manager.

RCA reports shipment of custom made travelling wave antenna to WLWA (TV) Atlanta.

Lambda-Pacific Engineering, Van Nuys, Calif., announces mobile microwave transmitter unit completely equipped to handle television remote pickups. Housed in Volkswagen delivery van or similar type vehicle, unit sells for approximately $18,500 and is operated by as few as two men. Unit takes pictures at distant points and transmits both audio and video information through microwave link to tv studio or to transmitter for rebroadcast. Designated Tele-Remoter, vehicle contains auxiliary power plant and 200-foot cable reel, 1-watt microwave transmitter and parabolic retractable antenna, sync generator, two-way communications for setup and timing of signals plus monitoring equipment.

Jerrold Electronics Corp., Philadelphia, has introduced "home version" of large master antenna systems which link rooms and apartment units in hotels and buildings to one roof-top antenna. Plug-in antenna system provides high-fidelity reception from one antenna to any number of tv or fm receivers as well as "true" portability within home for portable tv sets. Jerrold Tv-Fm Home System comes in kit complete for installation and includes amplifier, antenna lead and plug-in outlets. Kit sells for $67.75.

Institute of High Fidelity Mfrs. will hold 1958 New York High Fidelity Show at New York Trade Show Bldg. Sept. 29-Oct. 4. WBAI-FM New York will demonstrate its multiplexing operation, with all programs broadcast from show.

General Electric Co., Receiving Tube Dept., Owensboro, Ky., is again sponsoring All-American Awards for public service, under which trophies and checks for $500 will be presented to ten tv service technicians who have performed "outstanding community services" during 1958. Candidates may be nominated by individual or organization through letters addressed to All-American Awards Committee, General Electric Co., Owensboro, Ky. Deadline is Oct. 12.

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings
1

WGN Cancels VTR Syndication Planned for 'Ding Dong School'

WGN-TV Chicago last week temporarily abandoned plans for syndicating *Ding Dong School* and other properties on Ampex videotape recording facilities because of "technical difficulties."

Ward L. Quaal, vice president and general manager of WGN-AM-TV, attributed the decision to the "delay in the development and distribution centers. After careful study we consider the responsibility of duplicating tapes in quantities required for such an undertaking, on a Monday through Friday basis for a period of 52 weeks, too great." He added that while WGN-TV has two Ampex VR-1000 units, "we have decided that this or any similar project at this time would severely overtax the facilities and manpower of our station."

Mr. Quaal reported mounting agency interest in the Ampex videotape recording method, requiring an expenditure of time and effort and "exploratory" use of WGN-TV units, and increasing utilization of the machines "in day to day operations." He said syndication plans would be undertaken again when a videotape duplication-distribution center is set up in Chicago.

Seymour Heads Olympic Tv Group

Dan Seymour, radio-tv vice president of J. Walter Thompson Co., New York, is chairman of a five-man National Television Public Service Committee to oversee tv programming for the 1960 Olympic Winter Games at Squaw Valley, Calif. Other members of the committee, all donating their services as a contribution to the Olympic games, are: Lowell Thomas, CBS news commentator; Dave Werblin, president, MCA-TV Ltd., New York; Wally Jordan, director of radio and tv, William Morris Agency, New York, and Bill Henry, radio-tv commentator. The group will serve in an advisory capacity during negotiations to telecast the games.

L. A. Group Opposes Homevision

Antelope Valley Citizens Committee Against Pay Television has notified the Los Angeles County Board of Supervisors that it is opposing the award of a closed-circuit tv franchise to Homevision Inc. Julius Tuchler, who headed the citizens committee that upset the grants of similar franchises to Skiatron Tv and International Telemeter Corp. in Los Angeles [PROGRAM SERVICES, Nov. 6, 1957 to March 10], will represent the Antelope Valley Committee at the County Board public hearing on the Homevision petition Sept. 4.

Capitol Reports Record Gross

Capitol Records grossed $43,694,818 during its fiscal year ended June 30, 1958, the highest sales figure in the company's 16-year history, President Glenn E. Wallichs revealed in his annual report to stockholders. The figure represented a 24% increase over the 1957 gross. Net income, however, was down 14% to $2,777,755. The decline was attributed chiefly to Capitol's launching three new enterprises: a line of phonographs; purchase of Electrical & Musical Industries (U.S.) Ltd., importers and distributors of Angel records, and the Capitol Record Club.

Wire Publicity Release Service Planned by Chicago News Bureau

On the drawing boards of the Chicago City Press Assn. (City News Bureau) is a projected plan for creating a "public relations wire" by which hundreds of area corporations (advertisers) would service major media, including radio-tv stations and select trade journals, on a preferred basis.

Companies would specify media recipients of given news releases, to be fed by the bureau under a code system (TWX machines for primary service, messengers for secondary). Stations and other media would be divided into preferential groups (generally network and non-network) and the bureau would underwrite costs for establishing the service.

The idea reportedly stemmed from the four Chicago newspapers, which own CNB, and is described as a kind of "filtering process" to direct publicity releases to the proper recipients and eliminate volumes of material which ordinarily wind up in "File 13."

Program Producers File Suit

Charging that similarity of titles has caused "enormous confusion" which has "substantially impaired" existing contracts and residual rights in *You Asked for It*, telecast for seven years on ABC-TV, Wayne Steffner Inc. and Cran Chamberlin, producers of the program, have filed suit in Los Angeles Superior Court for $1.5 million damages and an injunction against KTTV (TV) Los Angeles, N. A. Kitay and Jackie Lee Corp. over the program *Yours for the Asking*.

Jules Power Exits from Chicago

With the sale of its last remaining property, *Lunchtime Little Theatre*, to WGN-TV Chicago, Jules Power Productions last week confirmed it is closing its Chicago quarters, but will retain its New York office.

The production firm at one time packaged such network and syndicated series as *Mr. Wizard, All About Baby, Time for Fun*, the Gloria DeHaven and Jane Pickens shows and others.

PROGRAM SERVICES SHORTS

U. S. Steel Corp., Pittsburgh, has made available to tv stations 27-minute documentary, *Jonah and the Highway*, which dramatizes lives of men who build highways—contractors, engineers, machine operators, inspectors and steelwokers. Noncommercial film is dedicated to highway engineers.

Jac Hein & Co., production and packaging firm, has been formed and temporarily located at 55 W. 54th St., N. Y., announced Jac Hein, resigned from NBC-TV where he was producer-director. Telephone: Circle 5-1130.

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W. B. R., Chicago, says, "Now, at last, since taking U-90 cabbage juice extract tablets, I have no more pain or symptoms of an ulcer. I eat anything I want and sleep all night without the misery I so long endured. I cannot thank you enough for the relief I now enjoy."

U-90 IS A FORMULA GUARANTEED TO RELIEVE THE SYMPTOMS OF ULCERS. TWO TABLETS AFTER EACH MEAL GIVE YOU THE EQUIVALENT OF TWO QUARTS OF CABBAGE JUICE DAILY. SEND $9.95 FOR A BOTTLE OF 100 TABLETS (or send name and address for C. O. D. delivery). DO IT TODAY! YOU MUST BE SATISFIED . . . OR YOUR MONEY BACK!

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P. O. Box 803-B
SIOUX CITY, IOWA

STUDIOS SIGN LIVE MUSIC PACT

- **New guild to employ musicians for portion of tv series**
- **AFM officials charge sellout to major film producers**

Major motion picture studios have agreed, for the first time, to use live musicians to provide sound tracks for at least a portion of their tv film series, under an agreement completed last week with the newly formed Musicians Guild of America.

The collective bargaining contract, announced jointly Aug. 28 by MGA Chairman Cecil F. Read and Charles Boren, industrial relations vice president of Assn. of Motion Picture Producers, will go into effect Sept. 3, provided it is ratified tonight (Sept. 1) by the MGA membership. MGA headquarters was confident it would be ratified.

The contract will permit employment of musicians by Hollywood's major motion picture makers for the first time since mid-February, when the American Federation of Musicians ordered its members not to work for these producers following a breakdown in negotiations to replace the agreement that expired Feb. 19 [PERSONNEL RELATIONS, Feb. 24].

In the intervening months, a group of Hollywood musicians who had protested against AFM policies, notably that of demanding payments by picture producers and other employers into the Musicians' Performance Trust Funds, broke away from AFM and formed a new union, MGA, under leadership of Mr. Read, former vice president of AFM's Hollywood Local 47. Disagreement with AFM philosophy had cost him membership two years before [PERSONNEL RELATIONS, March 31].

MGA had petitioned the National Labor Relations Board for an election by some 1,200 musicians who had been employed by major studios to choose either MGA or AFM as their bargaining agent. MGA won the election [AT DEADLINE, July 14]. MGA then began negotiating with the picture producers and after five weeks has secured a contract covering employment of musicians by Allied Artists, Columbia, Walt Disney Productions, MGM, Paramount, 20th Century-Fox, Universal and Warner Brothers.

Wage increases ranging from 14% to 31% are specified, setting scales of $55 per man per three-hour session if 35 musicians or more are employed, $57.75 for 30-34 musicians, $60.50 for 24-29, and $63.25 for 23 or fewer. The old rate was $48.21, regardless of the number of musicians used in scoring a picture. For sideline musicians, the new rate is $30.93 per day, up from $27.13. Comparable increases were given arrangers, orchestrators, copyists and librarians. The new contract also contains a vacation clause, giving each man the equivalent of 4% increase in pay.

For tv films, the major studios agreeed to record a portion of each series with live musicians, the minimum being set at three hours work for each 13 half-hour programs at the rate of $55 per man for the three-hour session. For a series of 39 half-hour shows, nine hours is the minimum employment time for live musicians; for 39 full-hour programs, 18 hours is the minimum.

For the balance of music required for these tv series, the motion picture companies are permitted to use previously recorded sound tracks. For single programs such as 90-minute shows, pilot films and spectaculars, there can be no mixing of live music and that dubbed from other recordings.

The pact frees employers from payments into the trust fund if theatrical films are sold to television and requires no residual payments to the musicians themselves. It does away with the contract orchestras maintained by six of the major studios—two of 36 musicians, one of 45 and three of 50, with each man guaranteed pay for 10 hours work a week ($160) on a one-year contract. The employers were reportedly adamant about the elimination of any such requirement, which was said to have cost the studios $800,000-$1 million a year for music paid for but not used in these times of reduced schedules of motion picture production.

A union shop is specified in lieu of the closed shop maintained by AFM. That is, a motion picture producer may hire any musician he wishes, but the musician must within 30 days become a member of MGA.

Eliot Daniel, president of AFM Local 47, blasted the MGA agreement as a "tremendous sellout of the principles for which musicians have been striving for years." He said the pact "sacrifices the right to job security and guaranteed employment. . . . It surrenders the musicians right in the product he produces, so he can now record himself right out of his livelihood. . . . It breaches the protective wall in tv films and provides that, in a few hours work, a musician completes a whole series of 39 films and then has no further income. Cecil Read has handed millions of dollars a year in musicians' pay to the producers who played him for a sucker."

MGA promptly labeled the Daniel charges as "nonsense." "What good is job security," one member asked, "if it covers only 273 musicians? And what rights are being surrendered by the musician who will himself receive more pay for his work? And what kind of 'protective wall' was the AFM agreement under which 95% of all tv filmed programs were made without using any live music at all?"

"Sure, we'd like to have obtained residuals and other advantages," he said. "But we're not unhappy over having gotten a raise in scale and our foot in the door in tv for the first time and a chance for musicians to go back to work in motion pictures for the first time in more than six months."

Negotiating committees headed by Mr. Boren and Mr. Read included additionally, the producers: Y. Frank Freeman, Paramount; Steve Broidy, Allied Artists; B. B. Kahane, Columbia; Bonar Dyer, Walt Disney; Saul Rittenberg, MGM; Lew Schreiber, 20th Century-Fox; Morris Weiner, Universal-International; E. L. DePatie, Warner Bros., with Mendel Silberberg, Maurice Benjamin, Alfred P. Chamie and Ben Batchelder representing AFMPP. MGA representatives, in addition to Mr. Read, were Justin Gordon, Ned Nash, Larry Sullivan, Harry Swerdlow and Richard Perkins.

MGA is currently petitioning for an NLRB election among musicians employed by independent movie producers, with AFM opposing the election. [PERSONNEL RELATIONS, Aug. 11]. The new union has announced intention to apply for similar elections in network radio and tv, tv film production and sound recordings.

Herman D. Kenin, president of AFM, criticized a clause which "tosses out the window the guaranteed annual wage" for musicians. "Moreover," Mr. Kenin said, "it appears the guild is also authorized unbridled use on television of music scored for theatrical films without any payments to either individual musicians or the trust fund."

IBEW Actions in Mobile Ruled Fair by NLRB Examiner

Activities of International Brotherhood of Electrical Workers members involving contacts with advertisers using WKRG-AM-TV Mobile, Ala., were not unfair labor practices under federal law, an examiner of the National Labor Relations Board held Aug. 25 in a recommendation to the board.

The trial examiner, William F. Scharnikow, held extensive hearings into charges by the stations that the union "attempted to force WKRG-TV Inc. to recognize, bargain with and enter a contract with the union." He held the union's "sole object and motive for its action was to protect its bargaining position with competing union stations by increasing their advertising revenues through a transfer of WKRG's advertising and, by this showing of advantage in operating under union conditions, to enable the respondent union to preserve for the union stations' employes their existing wages and working conditions."

Examiner Scharnikow contended the evidence showed the union at no time since its loss of representation had approached WKRG in an attempt to secure either recognition or a contract. Testimony indicated the union lost WKRG representation when station technicians rejected IBEW as bargaining agent in 1957 in an NLRB election. IBEW opposed adoption by the stations of a "combo operation" with announcers operating the control board.

The union, according to testimony before the examiner, sent letters to advertisers asking them to place their business with other stations. All Mobile outlets except WKRG-AM-TV have union technicians. Union spokesmen made personal calls on advertisers, posted bulletins at other union halls, distributed auto stickers ("WKRG—Radio—Television—Non-Union"), and circulated post cards to be mailed advertisers.

Filing of exceptions with the board by its general counsel is anticipated. A board ruling is expected later in the year.

World Musicians Federation Adopts Recording Policies

American Federation of Musicians has reported that a six-point proposal "of mutual aid against the international inroads of mechanical music and its widespread substitution for live music and musicians" was adopted at the Aug. 15-16 meeting of the International Federation of Musicians in Zurich, Switzerland.

Details of the proposal were reported by Stanley Ballard, special representative, who attended the conference, to Herman D. Kenin, AFM president. The proposal was adopted by the United States and Canada and 10 other countries, including Spain, Italy, France, Austria, Germany, Switzerland, Great Britain, Sweden, Denmark and Norway.

Some of the proposal highlights: In event of a strike or lockout involving any of the signatories, all parties agreed not to accept employment for members in the making of recordings or an employer involved in the strike or lockout; signatories agree not to make recorded music for "general purposes" (that is, the making of a tape recording not to be heard by the general public but intended for dubbing into more than one motion picture film, or into a film and other devices such as records or transcriptions); parties agreed to try to secure in their bargaining agreements clauses forbidding employment in the making of recorded music except for specific purposes (that is, a recording that constitutes a final product); signatories agreed to attempt to secure in collective bargaining agreements a provision that no sound track for a motion picture will be made outside the country in which the major portion of the film was produced.

SAG Asserts Tv Series Producer Has Benefit of Unpaid GI Labor

Have they been paid or haven't they? That's the controversy resulting from participation by American soldiers stationed abroad in a series of filmed television programs, *The Citizen Soldier*, to be sponsored commercially here.

Screen Actors Guild President Leon Ames has written to Congressman Joe Holt (R-Calif.) complaining that the show's producer, R. W. Alcorn, ". . . apparently is getting the free use of American soldiers" who "are receiving no salary as actors but are getting $9 a day for expenses." Mr. Ames goes on to quote a letter received from an actor which states, ". . . when a series such as *The Citizen Soldier* occupies sponsored time on television stations, it takes the place of another series that might have employed hundreds of American actors and craftsmen."

The word from an Army spokesman, however, is that the troops participating are doing so on their own time and have worked out their own remuneration arrangements with the producer.

WHEN THEY SAY
YOU'VE COMMITTED

LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
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Be ready with our unique
INSURANCE
Adequate protection against embarrassing loss at amazingly moderate cost. Write!

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New York, 107 William St
Chicago 175 W. Jackson
San Francisco, 100 Bush St

SAG Pulls Out of Deals To Share Costs With AFTRA

Screen Actors Guild notified American Federation of Television & Radio Artists that after Nov. 30, SAG no longer will share expenses in three branch offices operated by AFTRA. SAG and AFTRA have had agreements in six cities under which AFTRA services SAG contracts with SAG sharing a part of the cost.

Bitterness between the two unions has been accentuated in recent months over the issue of videotape jurisdiction. An SAG spokesman told BROADCASTING: "We decided on this move solely because of lack of activity in these cities—Pittsburgh, Cleveland and Cincinnati. We felt it was uneconomic and useless to continue this arrangement." He said the action is "unrelated" to the union's differences with AFTRA over videotape jurisdiction. SAG still has a similar arrangement with AFTRA in Boston, Chicago and San Francisco and maintains its own offices in Detroit, Hollywood and New York. SAG, the spokesman said, will attempt to serve members in Cleveland, Pittsburgh and Cincinnati after Nov. 30 from the New York office of the guild. SAG members in the three cities affected will not be required to pay dues after Nov. 30.

Donald Conaway, executive director of AFTRA, declined to comment on SAG's move. AFTRA's petition before the National Labor Relations Board for an election among members on videotape will be heard by the NLRB in New York on Sept. 30.

SAG to Have National Meeting

Screen Actors Guild will hold a national conference of member delegates and executives of its branches Sept. 8-9 in Hollywood. Representatives from New York, Chicago, Detroit, Boston and San Francisco, in addition to Hollywood, will meet with SAG officers and board members to consider the present organizational structure of the union, the inter-relation of its branches and other problems, particularly the videotape jurisdictional dispute with AFTRA which will be heard by NLRB in New York on Sept. 25 (see story above).

PERSONNEL RELATIONS SHORT

Writers Guild of America, East, has been designated as bargaining agent by continuity writers at WCAU-AM-FM-TV Philadelphia. Guild said it has asked station management for early meeting to begin contract negotiation.

Try the new Turner 220A Lavalier for 30 days free

WE SAY IT'S THE WORLD'S FINEST LAVALIER MICROPHONE . . .
ON-THE-JOB PERFORMANCE WILL PROVE IT!

Superior performance — This new omni-directional microphone has great sensitivity and range. Frequency response is 60 to 20,000 cps. And Turner's exclusive Dynaflex Diaphragm picks up the slightest shadings of sound and transmits them faithfully.

Classic, inconspicuous design — Features the performer, not the mike. Its slim, aluminum case is neutral grey, non-reflecting enamel.

An excellent value — When you decide to keep the Turner 220A you'll be convinced the Radio/TV station net cost of $75.00 represents real value. The microphone can be adapted to stand use to do double duty — price includes 25 feet of cable plus lavalier accessory. But the outstanding performance characteristics you get are the important benefits.

Prove it to yourself. Try it in your studio, subject to your own work conditions, your own habits, your own performance standards. You'll see why no other microphone can match it. Mail this coupon for the no-obligation, 30-day free use of the Turner 220A lavalier!

THE TURNER COMPANY
936 17th St. N. E.
Cedar Rapids, Iowa

Gentlemen: Please send me your 220A lavalier mike for a free 30-day trial at no obligation to me. Please include spec sheets.

Name
Radio or TV Station
Address
City Zone
State

IN CANADA: Canadian Marconi Co., Toronto, Ontario and Branches
EXPORT . . . : Ad Auriema, Inc., 85 Broad St., New York 4, N.Y.

Many-Faceted Campaign For KYW-TV's 'Early Show'

A campaign encompassing nearly every advertising channel is underway on KYW-TV Cleveland, Ohio, to promote today's (Sept. 1) *Early Show* premiere (Mon.-Fri. 5:45-7:20 p.m.). The program, that includes MGM and RKO feature films, moves into the slot vacated by *Six O'Clock Adventure*.

As well as an on-air saturation campaign featuring live programs, animation, slides, film clips, ID's and cross-plugging with KYW, KYW-TV is organizing a military parade in which fraternal organizations, Boy Scouts and a KYW float fitted with transmission equipment will take part.

Following are some of the results of KYW-TV promotion chief Robert Nashick's and assistant Steve Halpern's activities over the past three months: The giving of presents to babies born in KYW-TV's coverage area between 5:45-6 p.m. today; distribution of 30,000 bookmarks to local libraries containing *Early Show* ads; a contest with a color tv set as first prize; 250,000 *Early Show* matchbooks; 3,500 colored magazine-rack cards; posters inside and outside buses; movie trailers and life-size cut-outs of movie stars in Cleveland's Terminal Tower lobby. Twelve models on motor-scooters will tour the city with advertising matter; another model, accompanied by a chimpanzee, will give out *Early Show* circulars. A girl with a hand cart load of bricks stops at downtown intersections and lays the bricks out in a pattern. When a crowd gathers she drops an *Early Show* banner. A telephone service asks people to call to hear a recorded message; a 20-ft. banner is displayed over a large shopping center.

Money for KTBC Flying Saucers

A tie-in with a local airplane dealer, plus paper pie-plates, are the ingredients in the KTBC Austin, Tex., "Flying Saucer" promotion. A load of plates, each inscribed with the amount of dollars it is worth, is dropped from an airplane over a section of the city. KTBC reports that such was the success of its on-air announcement of the stunt that, on the first day the money-redeemable discs were dropped, all except one were returned to the station within the two-hour time limit. Times and areas that the "flying saucers" are to be dropped in are not announced until the plane is over the area.

Two to Take WDGY Las Vegas Trip

More than 200,000 entries were received at WDGY Minneapolis in its "Trip to Las Vegas" sweepstake for Western Oil & Fuel Co. (Mileage and Direct Service gasoline). Prior to the drawing WDGY announced 6-8 times a day that entry blanks could be picked up at Mileage or Direct Service stations. As well as a round trip flight for two to Las Vegas the winner received $200 and 10 days at a Las Vegas luxury hotel. In another drawing, a $50 gift book to be used at the service stations was given away.

Fiesta Time for KLOK Listeners

For the third consecutive year KLOK San Jose, Calif., has held its day-long Mexican-American picnic-fiesta. This year 15,000 people competed in sports and were entertained by professional and amateur personalities at a local amusement park.

Month-End Sale Sell-Out at WGL

An end-of-the-month sale has been conducted by WGL Fort Wayne, Ind. The station sold packages of 10 one-minute spots to run one a day over a ten-day period. WGL concomitantly urged listeners to take advantage of stores' summer clearance sales. The promotion reportedly resulted in a sell-out for WGL.

Gas Stations Get News From WJNC

Atlantic Refining Co. newscasts over WJNC, N. C., are aired from one of the oil company's service stations each morning. Bob Mendelson and Bob Morris, WJNC general manager and announcer, respectively, take the station's news wagon to a different gas station each morning for the 7:30 newscast.

WJBK Airs From Stereophonic Inn

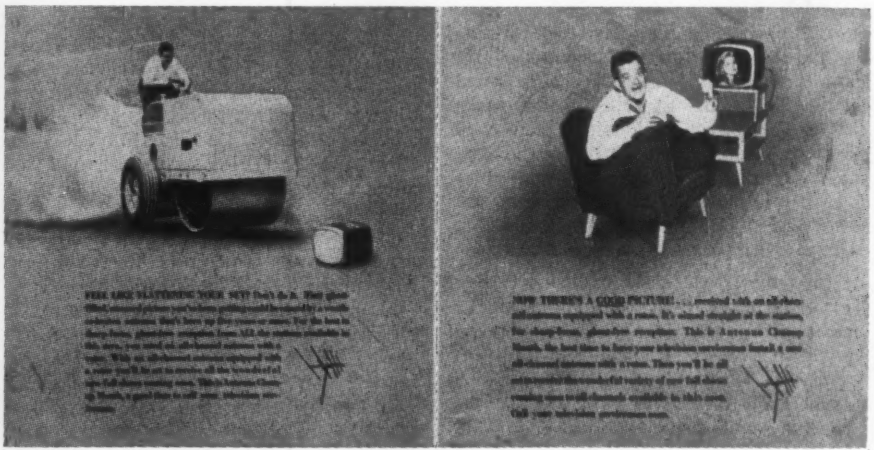
A stereophonic studio has been opened by WJBK Detroit at the Kingsley Inn, Bloomfield Hills, Mich. Opening ceremonies included the arrival of the inn's host and hostess in an 18th century carriage followed by WJBK's helicopter containing the stereophonic show's hosts, disc jockeys Don McLeod and Clark Reid. Dining rooms and lounge areas of the Kingsley Inn are all wired for stereophonic reception. As well as music and interviews with celebrities visiting the inn, stereophonic commercials also will be aired.

Big Day for WKY-TV in Fun Park

The owner-operator of Springlake Amusement Park, Oklahoma City, Okla., reportedly credits WKY-TV there for "one of the biggest days in the park's 30-year history," following the station's third annual "Giant Kid's Day." The event, preceded by on-air spots and display advertising, included personal appearances by WKY-TV personnel, remote telecasts, talent shows and a firework display.

Clues in WIIC (TV) News

Passwords, announced each night on WIIC (TV) Pittsburgh's late news, are the clues to the outlet's "Big 11" contest in which it is giving away $11,000 in prizes. In the contest's first week WIIC reportedly received more than 50,000 entries. Drawings for prizes are made on-camera from the postcard entries. Viewers then are telephoned and asked if they know the password that was revealed the night before. Prizes of merchandising worth $50-



This is the approach taken by WSJS-TV Winston-Salem in its campaign to get set-owners to upgrade their receiving antennas. Both on-air and newspaper ads used the technique, climaxing with the punch line on the "good picture."

LOOK TO THE ROOF FOR THE TROUBLE

A disturbed television viewer about to do violence to his set via a variety of fiendish methods sets the stage for a pitch by WSJS-TV Winston-Salem, N. C. The pitch: its August Antenna Cleanup campaign.

The station explains, with 35 chain break announcements per week plus daily newspaper ads, that the set-owner could more constructively devote his energy to having his antenna repaired or replaced, thus eliminating ghosts, smears, snow, etc. It all started after the station inspected local antennas and found many of them in bad repair. Most of them were four to five years old, and had been installed when only two channels were available. With a proper installation (WSJS-TV recommends an all-channel, rotor model) six can now be received.

The station preceded its public service campaign with a briefing of selected area tv servicemen at a clinic held in conjunction with the Dalton-Hege Co., local radio and tv equipment supplier.

The illustrations and copy in the tv-newspaper campaign (two of them reproduced here) were created by station personnel and feature an announcer from WSJS-TV as the unhappy set owner.

$200 are awarded for correct answers. WIIC reports that ¾ of the people called have given the password.

Alaska to Get Gift From KHAT

A station in the youngest state, KHAT Phoenix, Arizona, is running a campaign to raise funds for a present with which to welcome Alaska to the union. The gift: a solid gold diaper pin. KHAT, joined in the campaign by the local Chamber of Commerce, expects to receive enough contributions to get an 18-inch diaper pin for Alaska. A list of contributors will accompany the gift.

Housewives Host Admen at CBS

A group of advertiser and agency representatives took a "coffee break" Thursday morning at CBS Radio studios in New York as guests of a live presentation delivered by four Housewives' Productive League directors and HPL's General Manager Ed Wood. The four directors: Galen Drake of WCBS New York; Phil Norman of KNX Los Angeles, Morgan Baker of WEEI Boston, and John Trent of WCAU Philadelphia. Each of the directors explained a phase of the HPL program including its methods of merchandising, sales and community service. A similar presentation had been delivered a week before to General Foods' executives at its White Plains, New York, headquarters.

Staffers Present WBBM Story

A group of nine WBBM Chicago personalities traveled to Minneapolis last Tuesday (Aug. 26) to present the station's belief in "all live" broadcasting to representatives of Campbell-Mithun Inc.; Knox Reeves Adv.; BBDO; Bruce B. Brewer Co.; Olmsted & Foley Adv.; Kent Dixon Adv.; Vance Pidgeon & Assoc., and Zeuthern-Thomas & Holbert Adv. The presentation took place at the Leamington Hotel.

Whiskers on CKNW Promotion

The best goatee, van dyke, bushiest and longest were some of the categories that were judged in the CKNW New Westminster, B. C., Vancouver Centennial beard contest. In the Aug. 9 semifinals in nearby Stanley Park, 24 hairy-faced men were selected from nearly 500 contestants and awarded electric shavers. Finals of CKNW's beard contest, run in cooperation with the Vancouver Centennial Committee, take place today (Sept. 1) at Vancouver's Pacific National Exhibition.

VTR 'Miracle' Shown on WFIL-TV

Delaware Valley viewers were introduced to videotape recording Aug. 11 in WFIL-TV Philadelphia's *Miracle of Videotape* (10-10:30 p.m.). The station's tv cameras moved into the master control room to give a close-up of WFIL-TV's VTR in action.

Admen in the studio participated in a "Real or Reel" contest in which they had to guess which sections of a program were live or taped to win a 7-day expense-paid trip to Paris. Home viewers also took part in the contest via a format sheet that they checked off and submitted to the station.

Popular Barber Wins WSOC Prize

A two-week "Favorite Barber Shop" contest run by WSOC Charlotte, N. C., drew 7,444 votes from listeners. WSOC personalities Bob Jones and Dewey Drum invited listeners to send in the name of their favorite barber shop. The proprietor of the winning shop (2,500 votes) received a radio set as first prize.

400 Taken to Fair by WJAG

Nebraska State Fair, Lincoln, was visited by 407 Northeast Nebraskans yesterday (Aug. 31) through the WJAG Norfolk (Neb.) State Fair Caravan. For eight consecutive years WJAG has hired 11 buses to take listeners to the fair. A total of 3,000 people have participated during this time.

KCMJ Conducting Alphabet Contest

An "ABC" contest is running on KCMJ Palm Springs, Calif., that only requires listeners to answer their telephones to win. Entry blanks are obtainable from the 11 firms sponsoring the contest. An alphabetized wheel is spun and a listener whose name begins with the letter on which the wheel stops is called. If the person called does not answer the phone the prizes accumulate until a winner is located.

Water Shows for KMOX, WGY

Water Thrill shows proved successful promotions for KMOX St. Louis and WGY-WRGB (TV) Schenectady.

Tommy Bartlett's Water Ski & Jumping-Boat troupe, appearing in Forest Park through KMOX and St. Louis Parks & Recreation Dept., attracted 180,000 people in two performances—reportedly the park's largest crowd since 1914.

WGY-WRGB presented water shows at Albany (New York), Schenectady's Central Park and on Lake George for the benefit of their radio-tv audience. Nearly 80,000 spectators were reported at the three meets. The station's personalities appeared in a parade that kicked off each performance. Ernie Tetrault, host of WRGB's *Home Fare* (Mon.-Fri. 9-9:30 a.m.), performed on the water skis dressed in an 1890-style bathing suit.

KWTV (TV) Finds Champion Shouter

The winner of the nationwide Lone Ranger contest to find the boy who could shout "Hi Yo Silver" the loudest was discovered by KWTV (TV) Oklahoma City, Okla. The 30,000 children who took part entered the contest through 19 stations that carry *The Lone Ranger*. The winning boy wins an expense-paid trip to Hollywood.

WWRL Celebrates 32 Years

Approximately 100 guests from the agency, broadcast and trade press field attended a party last Tuesday (Aug. 26) celebrating the 32 years of broadcasting by WWRL Woodside, L. I. The station was founded by William H. Reuman, president, on Aug. 26, 1926, and was housed in the living room of his home. The station still occupies the

YOUR NEW
CBS
BASIC
is

The SELLibrated (and only full powered) station in the
GOLDEN VALLEY
(Central Ohio)
WHTN TV
CHANNEL 13
Huntington-Charleston, W. Va.
serving 4 states and 5 prime cities
A COWLES OPERATION
Get the dollars and cents story from Edward Petry Co., Inc.

Announcing

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AMPEX 351
WITH
ALL NEW ELECTRONICS
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AMPEX
CORPORATION
professional products division

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Redwood City
California

household but the building has been remodeled and now contains air-conditioned offices and studios. Congratulatory messages were sent to Mr. Reuman by such WWRL alumni as Ethel Merman, Jennifer Jones and Norman Brokenshire.

NBC To Launch Campaign For Food Makers, Suppliers

NBC Radio will launch an "Old-Fashioned Feast" promotion this fall, to provide food manufacturers and retailers with the opportunity to profit by the coordinated national-local sales approach, Matthew J. Culligan, NBC vice president, reports. The campaign was sparked by success of the network's "Summer is Outdoor Eating Time," promotion, in which the first 20 affiliates reporting sold an aggregate of 5,195 spot announcements to local food chains, meat packers and bakeries, it was reported.

The campaign, to run from Oct. 20 to Nov. 30, will be tied-in with an extensive schedule of editorial features and announcements on NBC. More than 300 network events during the six weeks will provide nearly a half-billion listener impressions during the promotion, Mr. Culligan said. He added that the editorial material will include interviews with food editors and features on regular network programs.

Stations will cooperate with food stores in their vicinities by supplying them with in-store displays and mailings. A pre-promotion campaign to inform food distributors of the plan's details will include two-color ads placed in key food-store publications, mailings to food chains, jobbers and brokers, and a continuing publicity campaign, NBC said. Advertisers who sign as participating sponsors also will be included in the publicity material.

KVOS Winner Takes Off

The winner of the KVOS-TV Bellingham, Wash., *Around the World Press Conference* series contest departs next Friday (Sept. 5) on her expense-paid world-wide trip. Sharon Drysdale of Vancouver, B. C., was selected to take the trip from among 200 other U. S. and Canadian students who took part in the contest. All the participating students appeared on KVOS-TV as interviewers of foreign Pacific Northwest college and university students.

Community Club Promotes Carpet

When Community Club Services Inc. (sales promotion), Norfolk, Va., learned that the red carpet that New Orleans used to roll out for visiting dignitaries was worn and the city was not buying another, it asked A. & M. Karagheusian Inc. (Gulistan rugs), New York, if it would donate New Orleans a carpet. Upon the rug company agreeing to give New Orleans a 30-ft. red carpet, Community Club asked Eastern Airlines to transport it to the city. John C. Gilmore, vice president, Community Club, has been invited to attend next Monday's (Sept. 8) official presentation of the carpet to the mayor of New Orleans. WDSU-TV there will cover the presentation.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

HARRY W. BETTERIDGE, former president of Betteridge & Co, and previously to that general sales director of WWJ-AM-TV Detroit, joins Clark & Bobertz Inc., Detroit advertising and public relations agency, as stockholder and officer. Mr. Betteridge will serve as account executive and v.p.

JOHN E. MOSMAN, radio-tv director, J. Walter Thompson Co., Chicago, elected executive v.p. of Chicago Broadcast Adv. Club. Other officers were previously announced [TRADE ASSNS., Aug. 18].

WILLIAM F. JAMES, account executive on A&P account and executive at Paris & Peart Inc., N.Y., for 20 years, elected to newly-created post of executive v.p.

MR. COMER

PATRICK B. COMER JR., member of Guilford College faculty, Guilford College, N.C., and former industrial psychologist for Olin Mathieson Chemical Co., N.Y., joins Hege, Middleton & Neal Adv., Greensboro, N.C., as director of marketing and research. Mr. Comer plans to continue his practice of industrial psychology in South.

PAUL R. McCORMICK, with Lever Bros. for 23 years, where his last position was that of field office administrator, to Schick Safety Razor Co., Lancaster, Pa., as sales administration manager.

ROBERT A. HUSS promoted from sales analyst to supervisor of media research department at Erwin Wasey, Ruthrauff & Ryan Inc., L.A. Appointment was described by **EMMETT C. McGAUGHEY,** executive v.p. in charge of agency's west coast operations, as "further expansion of its growing research facilities."

DAVID E. NOPPER, formerly public relations account executive, Bozell & Jacobs Inc., in Washington, joins Ketchum, MacLeod & Grove Inc. as public relations manager in agency's Washington office.

JOEL HARVEY, previously associated with Doyle, Dane, Bernbach, L.A., has joined Los Angeles office of Kenyon & Eckhardt as production manager.

GEORGE D. LOREY, formerly special projects producer, WQED (TV) Pittsburgh, to Jackson, Haerr, Peterson & Hall Inc., Peoria, Ill., as account executive in Jefferson City, Mo., office.

FRANCIS LANIGAN, former manager of new product marketing, Nestle Co., to Benton & Bowles, N.Y., as marketing executive.

CLYDE RAPP, formerly with Foote, Cone & Belding in Detroit and Chicago, joins Dancer-Fitzgerald-Sample as account executive and manager of agency's new office in Dayton.

JOHN ROTH, previously with Roy S. Durstine Inc., and Kenyon & Eckhardt, to Hicks & Greist Inc., N.Y., as account executive.

MARCUS E. SMITH, copy supervisor for VanSant Dugdale, Baltimore, elevated to account executive.

MARY AGNES SCHROEDER, group copy supervisor at Tatham-Laird Inc., Chicago, appointed creative director.

WILL GOLDEN, formerly with The Caples Co., L.A., as art director, to Compton Adv. Inc., L.A., office on creative staff.

JAMES CORNELL, formerly with NBC-TV in charge of program planning, to N. W. Ayer & Son, N.Y., radio-tv department, as program analyst.

JERRY HOWARD, previously with Doyle, Dane, Bernbach, N.Y., to Charles Bowes Adv. Inc., N.Y., as assistant media director.

BARTON G. WEST, previously with Keyes, Madden & Jones, Chicago, to McCann-Erickson Inc., Chicago, as senior art director.

JOSEPH R. NEALL promoted to copy chief on all advertising accounts at Ross Roy Inc., Detroit.

MR. WIGGINS

CHARLES A. WIGGINS, 64, special assistant, policy and special projects at General Foods Corp., White Plains, N.Y., died Aug. 26 after being run down by another driver between White Plains and his Bedford Village, N.Y., home. According to police, Mr. Wiggins stepped out of his car after it was hit from behind by automobile driven by aircraft worker James Armour, 33, of Gerardsville, Pa. Mr. Armour then ran him down, finally crashing into stone wall near road. Mr. Wiggins died at 11:30 p.m. in White Plains hospital.

Associated with advertising all his career, Mr. Wiggins had worked for General Foods and subsidiaries for 41 years, beginning in 1917 in Battle Creek, Mich., with Postum Cereal Co. (which became GF in 1929). He held various advertising managerial posts until 1953 when he was named associate advertising director of General Foods Corp. He would have retired in November 1959, upon reaching his 66th birthday. Survivors include his wife, Thelma Riede Wiggins, and daughter, Mrs. John T. Graff, Greenwich, Conn.

JOSEPH P. HARDIE, 57, v.p. and member of executive committee of Sullivan, Stauffer, Colwell & Bayles, N.Y., died Aug. 23 of cancer at his home in Scarsdale, N.Y. Mr. Hardie had been with agency since 1951 and earlier had been v.p. in charge of sales for Bristol-Myers Co.

VINCENT J. (BUD) CURRY, 35, assistant to executive v.p. of BBDO, New York, died on Aug. 24 at White Plains (N.Y.) Hospital after brief illness.

GEORGE C. HOFFNER, 53, production manager of Atherton & Currier, N.Y., died at his home in Rockeville Centre, L.I., last Monday (Aug. 25). He had been with agency 23 years.

FILM

HERBERT R. PEARSON, formerly eastern division manager of Guild Films Co., N.Y., appointed v.p. in charge of sales for Jayark Films Co., N.Y., distributor of "Cartoon Storybook" package of 156 cartoons.

WILLIAM M. KOBLENZER appointed to newly-created post of director of sales programs in New York for National Telefilm Assoc. Mr. Koblenzer, who has been director of sales for NTA Film Network for past 18 months, will be in charge of program and syndicated sales in New York. His successor at NTA Film Network has not been selected.

MR. KOBLENZER

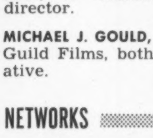
SYLVIA SEYMOUR, production staff of National Telefilm Assoc., N.Y., since 1955 working out of West Coast, appointed director of company's West Coast film productions.

ANDREW JAEGER, account executive with national sales staff of Ziv Television Programs, N.Y., promoted to eastern regional sales manager of company's national sales department.

ANDREW L. GOLD, formerly chief of production and staff director for Vidicam Pictures Corp., N.Y., to Transfilm Inc., N.Y., as producer-director.

MICHAEL J. GOULD, formerly with Official Films, to Guild Films, both New York, as sales representative.

NETWORKS



MR. BALLARD

WILLIAM L. BALLARD, former v.p. in charge of marketing services for John W. Shaw Adv., Chicago, appointed to newly-created post of director of market planning for MBS, headquartering in New York. Mr. Ballard joined Shaw in 1954 after earlier service with Leo Burnett Co., Chicago, as account research supervisor.

JOHN C. GREENE, supervisor of daytime program services for NBC-TV, promoted to manager, daytime program operations. **ROGER**

GIMBEL, manager of daytime tv program development, elevated to executive producer, daytime programs. Mr. Greene joined network's management training program in 1956. Mr. Gimbel joined NBC in 1955 as unit manager and following year became staff producer.

DOMINICK DUNNE, former executive assistant to **MARTIN MANULIS,** producer of *Playhouse 90* has been appointed program executive for CBS-TV. He will work with **WILLIAM DOZIER,** v.p., programs, Hollywood, and **GUY DELLA CIOPPA,** v.p. and program director, on all administrative matters at CBS Television City in Hollywood.

JOHN McGIFFERT, formerly associate producer of CBS-TV's *Seven Lively Arts,* signed as producer of network's educational series *Camera Three,* (Sun. 11:30-11:55 a.m.).

STATIONS

MR. MITCHELL

MR. PETZOLDT

ROBERT E. MITCHELL and **BERNARD PETZOLDT** appointed v.p.'s of Rand Broadcasting Co., owners of WINZ Hollywood and WEAT-AM-TV West Palm Beach, both Florida. Mr. Mitchell has been general manager of WINZ, and Mr. Petzoldt has been with Rand for past five years.

ALVIN J. SLEP to newly-created post of manager of publicity and exploitation for WRCA-AM-TV New York today (Sept. 1). Mr. Slep has been promotion-exploitation coordinator for station since 1955 and in new post, he will report to **MAX E. BUCK,** director of sales and marketing. **JOHN O'KEEFE** remains as publicity manager reporting to Mr. Slep. Mr. O'Keefe has served in that capacity for three years.

MR. READ

ROGER B. READ, assistant general manager, WKRC-TV Cincinnati, promoted to general manager of WKRC-TV. Mr. Read, with station since 1949, has served as local sales manager and general sales manager.

IRVIN C. RUBY, with Westinghouse Broadcasting Co.'s accounting department since 1946, appointed business manager and auditor of KYW-AM-FM-TV Cleveland, WBC stations there.

MR. COLVIN

WILLIAM B. COLVIN, formerly with TvB as director of station relations, appointed WBZ-TV Boston advertising and sales promotoin manager. Prior to TvB, Mr. Colvin was assistant advertising manager, Crosley - Bendix Div., AVCO Corp., Cincinnati.

JACK ROCKWELL to KVFM (FM) San Fernando, Calif., (target date in September) as sales manager. Mr. Rockwell will also assist in development of station's programming.

FRANK J. DOHERTY JR., traffic department head, WWLP (TV) Springfield, Mass., promoted to promotion manager of WWLP.

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ALL INQUIRIES CONFIDENTIAL

SCOTT BURTON, program director, KWEB Rochester, Minn., to WISK Minneapolis-St. Paul, Minn., in similar capacity.

MR. WHITE

JAMES P. WHITE appointed sales manager of WJRT (TV) Flint, Mich. Mr. White is graduate of U. of Michigan and World War II veteran.

RAY COLONARI appointed local sales manager and director of community relations of WICC Bridgeport, Conn., replacing **RICHARD L. CHALMERS,** resigned.

HARRY W. MOORE JR., sales development director, WTAR Norfolk, Va., promoted to radio sales manager for WTAR.

GREGORY G. HARNEY JR., formerly CBS-TV lighting director in N.Y., appointed production manager, WGBH-TV Boston educational station.

EDWARD R. KEMP, formerly with WJR Detroit, WSPD Toledo, Ohio, and Ross & Roberts Adv., in Toledo office, to KDYL Salt Lake City, Utah, as program-production manager.

RAY ANDREW HUBBARD, formerly assistant program manager, WBZ-TV Boston, to KPIX (TV) San Francisco as program manager, succeeding **WILLIAM DEMPSEY,** resigned.

LARRY LANE, account executive, WBUD Trenton, N.J., resigns to join WTTM Trenton in similar capacity. Mr. Lane succeeds **HOWARD TEDDER,** resigned to join writing staff of *Jackie Gleason Show* in New York.

GLENN B. LAU, formerly local sales manager, WVUE (TV) Wilmington, Del., appointed account executive, WRCV-TV Philadelphia.

MARTIN ROHDE, formerly general sales manager, KONA (TV) Honolulu, T.H., appointed account executive of KTIX Seattle. Other new KTIX account executives: **BEN EMERSON,** formerly of KJR Seattle; **BILL RICKARD,** previously with KAYO Seattle, and **RALPH HANSEN,** former account executive at KING Seattle.

NICHOLAS J. PITASI, formerly account executive with ABC Radio, appointed to similar sales post with WABC-TV New York.

GEORGE FACCHIN, formerly with KWK St. Louis on sales staff, to KMOX-TV St. Louis as account executive.

GEORGE BERKELEY, previously with WAAB Worcester, Mass., to WILD Boston as news director. **BILL BRADLEY,** formerly with Canadian Broadcasting System, joins WILD as announcer.

DALE OWENS, formerly with KCNO Alturas, Calif., as d.j., joins KYES, Roseburg, Ore., sales staff.

DON HARTLINE, formerly with WKBN Youngstown, Ohio, joins WETZ New Martinsville, W. Va., as d.j. and sales representative.

ROBERT L. HODGES, previously with WKMH Dearborn, Mich., to WJBK Detroit radio sales staff.

TIM MAREK, formerly with KKTV (TV) Colorado Springs, Colo., to KHEY El Paso, Tex., as news director.

LARRY FINLEY, air personality on KTLA (TV) and KABC-TV, both Los Angeles, adds radio show over KRHM-FM Hollywood to his schedule.

JIM BURKE, formerly director of special events for KMBC-AM-TV Kansas City, joins KTLA (TV) Los Angeles as staff announcer.

BILL PIERSON, with KTLN Denver since 1957 as news and special events reporter, promoted to station news director. **BILL WYLDER** named special events reporter.

PROF. DAN Q. POSIN, DePaul U., Chicago, appointed scientific consultant on staff of WBBM-TV Chicago. Mr. Posin will work with **RICHARD ETTER,** science editor at CBS Chicago, on all WBBM-TV news and public affairs shows.

GEORGE LEMONT, air personality, joins KNBC San Francisco as d.j.

BOB DELANEY, from 1954-57 play-by-play sports-

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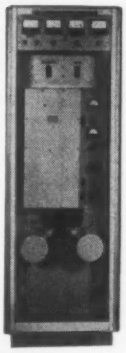

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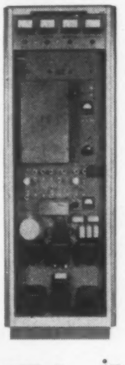

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OLD TALE TO DER BINGLE

Bing Crosby listens as Al Browdy, KCOP (TV) Los Angeles chief engineer, discusses the Ampex videotape recorder, recently installed in the station of which Mr. Crosby is 25% owner. It was familiar ground for the singer who throughout his broadcasting career has constantly utilized tape. In radio, shortly after World War II, Bing Crosby Enterprises began to distribute tape recording equipment made by Ampex Corp.

In 1951, BCE demonstrated its system of videotape recordings. More research brought further improvements, but in 1956 BCE sold its device to Minnesota Mining & Manufacturing Co., maker of the magnetic tape used for VTR as well as for sound recordings.

Under his new five-year contract with ABC [NETWORKS, June 9], Mr. Crosby will produce pilots for a number of tv series with the probability that some will be done on tape. Pictured (l to r) are George L. Coleman (25% station owner); Alvin G. Flanagan, KCOP general manager; Mr. Crosby; Kenyon Brown, president KCOP Television Inc., and Mr. Browdy.

caster of New York Giants baseball games, to WCBS-TV New York, as commentator on its *Late Weather and Sports,* effective today (Sept. 1).

TOM HATTEN resigns as staff announcer at KTLA (TV) Los Angeles to devote full time to his *Adventures of Popeye* program and free lance acting and announcing.

DENNIS CROSBY, third of Bing Crosby's sons to choose a show-business career, makes his professional debut over KABC Los Angeles today (Sept. 1) as disc jockey.

FRED VANT HULL, air personality, KMSP-TV Minneapolis-St. Paul, joins staff of Minnesota Society for Crippled Children and Adults (Easter Seal Society) as director of development.

HOWARD KEEFE, 53, station manager, WWLP (TV) Springfield, Mass., died Aug. 15 in Springfield. Mr. Keefe began his broadcasting career as special features commentator over WSPR Springfield in 1936.

REPRESENTATIVES

KENNETH R. ATWOOD, formerly with Branham Co., St. Louis, to CBS Radio Spot Sales, Chicago, as account executive.

PROGRAM SERVICES

JAMES W. McRAE and **EDWARD R. CROSLAND** elected vice presidents of AT&T. Mr. McRae is vice president of Western Electric Co. and president of Sandia Corp., Western Electric subsidiary. Mr. Crosland is assistant to president of AT&T.

ROBERT W. WIELAND, with ASCAP since 1955, appointed manager of society's Detroit office, succeeding **CHARLES D. ENGLE,** resigned.

PROFESSIONAL SERVICES

RICHARD M. DOUB promoted from senior research statistician in broadcast division of statistical control, A. C. Nielsen Co., Chicago, to associate director.

ROBERT ELLIS, formerly assistant to director of publicity of Carson-Roberts Inc., L.A., appointed manager of Chamber of Commerce and public relations director for Avalon, Calif., on Catalina Island.

MANUFACTURING

NORMAN L. HARVEY, formerly manager of special tube operations, Sylvania Electric Products Inc., Williamsport, Pa., appointed v.p. for engineering of CBS-Hytron, Danvers, Mass. manufacturing division of CBS Inc.

BRIG. GEN. TERENCE J. TULLY USA (Ret.), appointed manager of communications engineering, RCA service company missile test project, Patrick Air Force Base, Fla.

KENNETH E. HUGHES, president, Kenneth E. Hughes Co., appointed New York representative for ITT's closed-circuit television equipment. ITT also announces new marketing affiliation with two other factory representatvies: **FRANK JORDAN,** president, F. R. Jordan Inc., Washington, and **PETER CREGUT,** president, Western Engineering Co., Denver, Colo.

BERNARD C. KEACH, previously with Electronic Div. of Thompson Products on West Coast, to Dage Television Div., Thompson Products Inc., Michigan City, Ind., as western regional manager. Thompson makes closed-circuit tv equipment.

EDUCATION

CARTER DAVIDSON, executive director of Chicago Council on Foreign Relations and former AP correspondent in Middle East, will interview President Nasser of Egypt for tv series for National Educational Television, Ann Arbor, Mich.

JACK BURKE, agricultural information assistant at North Dakota State College, to Kansas State College as radio-tv specialist in department of extension radio and television. Mr. Burke succeeds **G. E. LANDEN,** resigned to enter commercial enterprise.

INTERNATIONAL

W. A. MacDONALD, chief of information service of Department of Public Works, Ottawa, Ont., to public relations representative of Canadian Broadcasting Crop at Winnipeg, Man.

JOHN E. TWOMEY, formerly of J. Walter Thompson Co., N.Y. and Chicago, to newly-created post of research officer in audience research division of Canandian Broadcasting Corp., Toronto, Ont.

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Station Authorizations, Applications

As Compiled by BROADCASTING

Aug. 21 through Aug. 27

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Am Stations

APPLICATIONS

Anaheim, Calif.—Orange County Bcstrs., 1250 kc, 1 kw D. P.O. address 637 E. Chapman, Orange, Calif. Estimated construction cost $44,293, first year operating cost $41,085, revenue $60,000. Owners: David Evans of Diners' Club and Donald Wilson of U. S. Rubber, one-third each; Richard J. Footner and Earl L. Showers, rest-home owners, each 16.68%. Announced Aug. 8.

Tampa, Fla.—Dixieland Bcstrs., 1550 kc, 10 kw D. P.O. address 409 W. Davis Blvd., Tampa. Estimated construction cost $35,759, first year operating cost $44,460, revenue $73,000. Sole owner **Alpha B. Martin,** is manager-25% owner of **WPRY Perry, Fla.** Announced Aug. 21.

Zephyrhills, Fla.—Zephyr Bcstg. Corp., 1400 kc, 250 w unl. P.O. address 517 First Nat'l Bank Bldg., Tampa, Fla. Estimated construction cost $7,800, first year operating cost $24,000, revenue $31,000. Owners: **John C. Dent** (40%), retired government employe; **Ralph C. Wasdon** (30%); **Edward I. Cutler** (20%), attorney, and **Donald R. Herndon** (10%). Announced Aug. 26.

New Castle, Ind.—Courier-Times Inc., 1550 kc, 250 w unl. P.O. address 218 S. 14th St., New Castle. Estimated construction cost $23,588, first year operating cost $50,000, revenue $60,000. Applicant, publisher of daily newspaper, is licensee of **WCTW (FM) New Castle.** Announced Aug. 27.

Indianola, Iowa—James R. and **Barbara J. Roberts,** 1490 kc, 100 w unl. P.O. address 908 Moorland Dr., Farmington, Mo. Estimated construction cost $9,964, first year operating cost $26,000, revenue $30,000. Mr. Roberts is news director, **KREI Farmington.** Announced Aug. 21.

Existing Am Stations

APPLICATIONS

WAYX Waycross, Ga.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Announced Aug. 27.

WNDU South Bend, Ind.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Announced Aug. 21.

WJEJ Hagerstown, Md.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Announced Aug. 26.

WJEF Grand Rapids, Mich.—Cp to increase daytime power from 250 w to 500 w and install new trans. Announced Aug. 25.

KXRA Alexandria, Minn.—Cp to change frequency from 1490 kc to 1230 kc; increase daytime power to 1 kw and install new trans. Announced Aug. 22.

WELY Ely, Minn.—Cp to increase daytime power from 250 w to 1 kw and install second main trans for daytime use only. Announced Aug. 22.

KATO Reno, Nev.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Announced Aug. 27.

KDEF Albuquerque, N. M.—Cp to change hours of operation from daytime to unl., using power of 500 w night and 1 kw daytime, install new trans. and directional ant. for night use and change ant.-trans. location. Announced Aug. 27.

WMSA Massena, N. Y.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Announced Aug. 26.

WOOW Greenville, N. C.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Contingent on grant of **WOOW** changing station location.) Announced Aug. 22.

KRNS Burns, Ore.—Mod. of license to change hours of operation from unl. to specified hours. Sept. thru Feb. Mon.-Thurs. 6:30 a.m. to 6:30 p.m.; Fri.-Sat. 6:30 a.m. to 10 p.m.; Sunday 9 a.m. to 6 p.m. Mar. thru Aug. Mon.-Sat. 6:30 a.m. to 6:30 p.m.; Sundays 9 a.m. to 6 p.m. Announced Aug. 27.

WCRS Greenwood, S. C.—Cp to increase daytime power from 250 w to 1 kw; install new trans. and decrease height of ant. Announced Aug. 27.

KTW Seattle, Wash.—Cp to increase daytime power from 1 kw to 5 kw and install new trans. Announced Aug. 21.

New Fm Stations

APPLICATIONS

El Cajon, Calif.—Kenneth C. Forror, 99.3 mc, 3.44 kw. P.O.address 1207 Merritt Dr., El Cajon. Estimated construction cost $15,890, first year operating cost $37,200, revenue $54,000. Applicant is osteopath. Announced Aug. 26.

Roswell, N. M.—Taylor Bcstg. Co., 97.1 mc, 2.88 kw. P.O. address Box 525, Roswell. Estimated construction cost $8,696, first year operating cost $14,568, revenue $18,876. Applicant is licensee of **KIBM Roswell.** Announced Aug. 26.

Amarillo, Tex.—Plains Radio Bcstg. Co., 93.1 mc, 14.8 kw. P.O. address KGNC Amarillo. Estimated construction cost $14,360, first year operating cost $8,000. Applicant is licensee of **KGNC Amarillo** and **KFYO Lubbock,** both **Texas. Globe-News Pub. Co.,** licensee of **KGNC-TV Amarillo,** owns 81% of applicant. Announced Aug. 25.

Ownership Changes

APPLICATIONS

KBCL Bossier City, La.—Seeks assignment of license from **Bossier Bcstg. Service Inc.** to **Good Music Inc.** for $40,000. New owners **Crawford Godfrey** and **William A. Childs** (each 48%) are in retail grocery business. Announced Aug. 26.

WIOD Sanford, Fla.—Seeks assignment of license from **Kenneth J. Crosthwait** to **Ira L.** and **Viola E. Eshleman** for $45,000. Mr. Eshleman is head of Boca Raton Bible Conference Grounds Inc. Announced Aug. 26.

KRSL Russell, Kan.—Seeks assignment of license from **Prairie States Bcstg. Co.** to **Fred L. Thompson, Anthony Floyd** and **Ralph B. Evans**

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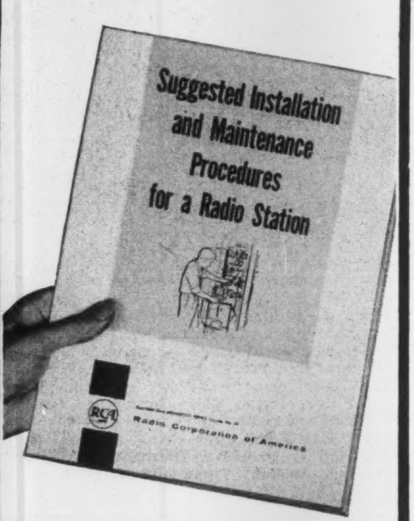
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Jr. d/b as **Kilo Bcstg. Co** for $62,500. Mr. Thompson is manager, **KADA Ada, Okla.**; Mr. Floyd is in real estate, and Mr. Evans is in wholesale candy, tobacco, etc. Announced Aug. 26.

WAIN Columbia, Ky.—Seeks acquisition of positive control (67%) of licensee **(Tricounty Radio Bcstg. Corp.)** by **Lindsey Wilson College** through purchase of 50.7% from **S. C. Bybee** for $22,000. Buyer is two-year Methodist institution. Announced Aug. 25.

WKLX Paris, Ky.—Seeks assignment of license from **Stephens Industries Inc.** to **Charles W. Krause** d/b as **Paris Bcstg. Co.** for $85,000. Mr. Krause is office and studio manager with **WCMI Huntington, W. Va.** Announced Aug. 25.

KPLC-AM-TV Lake Charles, La.—Seeks assignment of license from **T. B. Lanford** and **Louis M. Sepaugh Sr.** d/b as **Calcasieu Bcstg. Co.** to Messrs. Lanford and Sepaugh Sr. and **Louis M. Sepaugh Jr.** d/b as Calcasieu Bcstg. Co. Louis Jr. is paying his father $100,000 for half of latter's one-third interest. Announced Aug. 26.

WUST-AM-FM Bethesda, Md.—Seeks transfer of control (50.88%) of licensee **(Broadcast Management Inc.)** from **Carl J. Batter**, representing himself, **Harold S. Russell** and estate of **W. Parker Jones**, to **WUST Inc.** for $190,000. Purchasers: real estate men William H. Simons (one-third); Milton and Walter Diener (each 20%), and Daniel Diener (13⅓%), and Jack Diener, dentist (13⅓%). Announced Aug. 21.

WBSE Hillsdale, Mich.—Seeks transfer of control (100%) of licensee **(Baw Beese Bcstrs. Inc.)** from **Harmon L. Stevens** and **John F. Wismer** to **Ruth Keister** (95%) and others for $37,000. Mrs. Keister has been in journalism. Announced Aug. 25.

WIP-AM-FM Philadelphia, Pa.—Seeks assignment of license and cp from **Pa. Bcstg. Co.** to **WIP Bcstg. Inc.** for $2.5 million. **Ben Gimbel Jr.**, who has been president of stations since 1948, will own 62.5% of Class B stock. For complete list of new stockholders see CHANGING HANDS, Aug. 25. Announced Aug. 25.

WSBR Warwick-East Greenwich, R. I.—Seeks acquisition of positive control of permittee **(West Shore Bcstg. Co.)** by **David L.** and **A. Frances Stackhouse** through purchase of stock from **James C.** and **Anne D. Coffey**. Upon increasing their ownership to 100%, Stackhouses will sell station to **Milton E. Mitler** for $6,547. Mr. Mitler owns **WADK Newport, R. I.** Announced Aug. 21.

WDEH Sweetwater, Tenn.—Seeks assignment of license from **WDEH Inc.** to **William M. Bryan** for $75,000. Mr. Bryan formerly had interest in **KGMO Cape Girardeau, Mo.**, and **KCOB Newton, Iowa.** Announced Aug. 26.

WCHV Charlottesville, Va.—Seeks assignment of license from **Charles Barham Jr.** and **Emmalou W. Barham** to **Nash L. Tatum Jr.** for $200,000. Mr. Tatum has been WCHV announcer. Announced Aug. 21.

WMCD Welch, W. Va.—Seeks assignment of license from **Williamson Bcstg. Corp.** to **Welch Bcstrs. Inc.** for $10,000. New owners: **Clarence E. Feltner Jr.** (40%), operations manager, **WHIS-TV Bluefield, W. Va.**; **Kyle Gene Lilly** (35%), salesman, **WHIS Bluefield,** and **John B. Roller Jr.** (25%), florist. Announced Aug. 21.

Hearing Cases

INITIAL DECISIONS

Hearing Examiner Herbert Sharfman issued initial decision looking toward granting applications of **West Shore Bcstg. Co.** and **The Westport Bcstg. Co.** for new am stations to operate on 1260 kc, 1 kw D, DA, in **Beacon, N. Y.,** and **Westport, Conn.,** respectively. Announced Aug. 27.

FADING RANGE REPORT

"An Analysis of Long Term Fading Ranges for Tv and Fm Service Fields" by engineers Harry Fine and John M. Taff is available free from the FCC Office of Chief Engineer, Technical Research Division. The report (No. 2.1.7) analyzes the available long term amplitude fading data within the service range and develops curves for predicting this fading range both for use with the average field strength curves and the more refined prediction techniques for propagation over specific terrain. There are charts and a table to illustrate the report.

Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of **Liberty Bcstg. Co.** for new am station to operate on 1050 kc, 250 w DA, D, in **Liberty, Tex.** Announced Aug. 27.

Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of **The Hardin County Bcstg. Co.** for new am station to operate on 1300 kc, 500 w D, in **Silsbee, Tex.** Announced Aug. 22.

Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting application of **James A. McKechnie** for new am station to operate on 1220 kc, 1 kw D, in **North Syracuse, N. Y.**; condition. Announced Aug. 21.

Hearing Examiner Elizabeth C. Smith issued initial decision looking toward denying application of **Granite State Bcstg.**, to change facilities of **WKBR Manchester, N. H.**, from Class IV station on 1240 kc, 250 w unl., to Class III-A station on 1250 kc, 5 kw DA-2 unl. Announced Aug. 21.

Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of **Jefferson Radio Co.** for new am station to operate on 1480 kc, 5 kw D, in **Irondale, Ala.**, on condition that building designed for housing station constructed by **W. D. Frink** during Aug. and Sept. 1956 will not be utilized; and denying application of **The Bessemer Bcstg. Co.** to change facilities of **WBCO Bessemer, Ala.**, from 1450 kc, 250 w unl., to 1480 kc, 5 kw D. Announced Aug. 21.

OTHER ACTIONS

By memorandum opinion and order, Commission granted protest by **KISD Inc.** (KISD), **Sioux Falls, S. D.**, to extent of postponing effective date of June 26 grant of application of **Sioux Empire Bcstg. Co.** (KIHO), **Sioux Falls, S. D.**, for transfer of control from **James A. Saunders** to **William F. Johns Jr.**; designated application for evidentiary hearing and made protestant party to proceeding; further ordered Mr. Johns to return control of KIHO to Mr. Saunders within 30 days. Announced Aug. 21.

Routine Roundup

PETITIONS FOR RULE MAKING FILED

Mt. Vernon Radio & Television Company, Stations WMIX-AM-FM Mt. Vernon, Ill.—Request assignment of ch. 13 to Mt. Vernon, Ill., and to take such steps with respect to utilization of ch. 13 at **Bowling Green, Ky.**, as indicated by petitioner. Announced Aug. 22.

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ACTIONS ON MOTIONS

Commission on Aug. 21 granted request by **English** and **Spain** for extension of time to Sept. 3 to file replies to opposition to petition for rule making to assign ch. 9 to **Williamsport, Pa.**

By Chairman John C. Doerfer on August 18

Granted motion by **Red River Valley Bcstg. Corp.**, to correct transcript of oral argument in proceeding on application of **Pillar of Fire (KPOF), Denver, Colo.**

By Acting Chief Hearing Examiner Jay A. Kyle on August 21

Granted petition of **Harvey S. Hester, Smyrna, Ga.**, for dismissal without prejudice of his am application, and retained in hearing status application of **Robert A. Corley, College Park, Ga.**

Denied petition by the **Federal Bcstg. System Inc.**, for leave to intervene in **Albany-Schenectady-Troy-Vail Mills** proceeding on show cause order as to why **Copper City Bcstg. Co.** (ch. 13), **Utica, N. Y.**, should not operate on ch. 2.

Scheduled oral argument for Sept. 2 at 1:30 p.m., on certain pleadings filed in **Hampton-Norfolk** tv ch. 13 proceeding.

By Hearing Examiner Herbert Sharfman on August 20

On request of **Star Bcstg. Corp., Fredericksburg, Va.**, extended time for filing initial proposed findings of fact and conclusions from Sept. 2 to Sept. 8, and for filing replies from Sept. 12 to Sept. 18 in am proceeding.

By Hearing Examiner Thomas H. Donahue on August 20

Issued memorandum concerning motion for leave to amend and reopen record by **The Bessemer Bcstg. Co.** (WBCO), **Bessemer, Ala.**, on his am application and that of **Jefferson Radio Co., Irondale, Ala.**; petition is passed on to Commission for ruling.

By Hearing Examiner J. D. Bond on August 19

Continued further hearing to Sept. 3 in **Hampton-Norfolk, Va.**, ch. 13 proceeding.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of August 22

KMCM McMinnville, Ore.—Granted involuntary acquisition of positive control by **Philip N. Bladine** as individual and as executor of estate of **Jack B. Bladine**, deceased.

WHFM (FM) Rochester, N. Y.—Granted mod. of license to operate trans. by remote control.

WCKR-FM Miami, Fla.—Granted cp to increase ERP to 100 kw, decrease ant. height to 250 ft., install new type ant. and change ant.-trans. and studio location; conditions.

KUDU Ventura-Oxnard, Calif.—Granted cp to install new type trans.

WKNY Kingston, N. Y.—Granted cp to make changes in ant. system.

WHEW Riviera Beach, Fla.—Granted mod. of cp to change type trans.

KYA-FM San Francisco, Calif.—Granted mod. of cp to increase ERP to 16.5 kw, change type ant. and type trans.; remote control permitted; condition.

WTLO Somerset, Ky.—Granted mod. of cp to change type trans.; condition.

KQIK Lakeview, Ore.—Granted extension of authority to allow station to sign-off at 7 p.m. through Oct. 15.

KSDA Redding, Calif.—Granted extension of authority to remain silent for additional 90 days, for period from Aug. 8, for bankruptcy proceedings.

WGAY-FM Silver Spring, Md.—Granted extension of completion date to 2-1-59.

Actions of August 21

KERO-TV, KFMB-TV (main trans. and aux. trans.), **KYAT, KFMB Bakersfield** and **San Diego, Calif.**, and **Yuma, Ariz.**—Granted assignment of licenses to **Marietta Investment Corp.**

WKXL Concord, N. H.—Granted acquisition of positive control by **Frank B. Estes** through purchase of stock from **WKNE Corp.**

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Aug. 27

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,028	72	104	574
FM	524	34	94	67
TV (Commercial)	415[1]	93[2]	116	125

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Aug. 27

	VHF	UHF	TOTAL
COMMERCIAL	425	83	508[3]
NON-COMMERCIAL	26	7	33[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through July 31

	AM	FM	TV
LICENSED (all on air)	3,235	530	422[1]
CPs ON AIR (new stations)	36	22	92[2]
CPs NOT ON AIR (new stations)	105	93	114
TOTAL AUTHORIZED STATIONS	3,376	645	667
APPLICATIONS FOR NEW STATIONS (not in hearing)	412	36	47
APPLICATIONS FOR NEW STATIONS (in hearing)	109	30	58
TOTAL APPLICATIONS FOR NEW STATIONS	521	66	105
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	311	19	35
APPLICATIONS FOR MAJOR CHANGES (in hearing)	41	0	16
TOTAL APPLICATIONS FOR MAJOR CHANGES	352	19	51
LICENSES DELETED	0	2	1
CPs DELETED	2	0	3

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[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

KPLO-TV Reliance, S. D.—Granted license covering changes in tv station.

WTGN-TV Minneapolis, Minn.—Granted mod. of license to change aur. ERP to 158 kw.

KPLT Paris, Tex.—Granted authority to operate station on reduced hours specifically from 6 a.m. CST to 6:30 p.m. CST, except for special events; reason:, economic.

Following stations were granted extensions of completion dates as shown: WHOH (FM) Hamilton, Ohio, to 10-1; WBRC-FM Birmingham, Ala., to 1-30-59; KYA-FM San Francisco, Calif., to 2-1-59.

KRHM Los Angeles, Calif.—Remote control permitted.

WJJL Niagara Falls, N. Y.—Granted change of remote control authority.

WNVY Pensacola, Fla.—Granted change of remote control authority.

Actions of August 20

KVBC Farmington, N. M.—Granted mod. of license to change name to **Radio Station KENN.**

WGLI Babylon, N. Y.—Granted cp to install new type trans. as alternate main trans. at present main trans. site.

Following stations were granted extensions of completion dates as shown: WIFI (FM) Glenside, Pa., to 1-31-59, and WHFI (FM) Detroit, Mich., to 9-18.

Actions of August 19

KSTF Scottsbluff, Neb.—Granted license for tv station (main trans. and ant.).

WHYN-TV Springfield, Mass.—Granted license for tv station; ERP vis. 141 kw, aur. 70.8 kw.

KBLT Big Lake, Tex.—Granted license for am station, change of main studio location (trans. location) and type trans.

KSD-TV St. Louis, Mo.—Granted license covering changes in tv station and redescribe trans. location (main trans. and ant.); and license to maintain old main trans. as aux. trans. and ant. system as aux. ant. at old trans. site.

KMAQ Maquoketa, Iowa—Granted mod. of cp to change type trans. and studio location; remote control permitted.

Actions of August 18

WRAL-TV Raleigh, N. C.—Granted license for tv station and redescribe studio location.

WQED Pittsburgh, Pa.—Granted cp to change ERP to vis. 203 kw, aur. 101 kw, ant. height to 660 ft.; install new ant. system and make equipment changes.

Following stations were granted extensions of completion dates as shown: WFPK-TV Louisville, Ky., to 12-3 and WBUF (TV) Buffalo, N. Y., to 12-1.

NARBA Notifications

DOMINICAN

Notification of new Dominican Republic broadcasting stations, and of changes in or deletions of existing stations, made in conformity with Part III, Section II of The North American Regional Broadcasting Agreement, Washington, D. C.

910 kc

HIN C. Trujillo—1. kw ND unl. Class III. 9-1-58. New.

980 kc

HISA Santiago—0.75 kw ND unl. Class III. 9-1-58. New.

1220 kc

HIN C. Trujillo—0.5 kw ND unl. Class II. Delete.

HI1N Santiago—0.75 kw ND unl. Class II. Delete.

1230 kc

HI3A C. Trujillo—0.25 kw ND unl. Class IV. 9-1-58. Change in location from Barahona.

1240 kc

HIQ S. P. Macoris—0.25 kw ND unl. Class IV. 8-1-58. New.

1260 kc

HIT C. Trujillo—0.25 kw ND unl. Class IV. 8-1-58. Previously 1400 kc.

1600 kc

HID Santiago—0.05 kw ND unl. Class IV. 8-1-58. New.

1310 kc

HIF Puerto Plata—1 kw ND unl. Class III. 3-1-58. New.

1440 kc

HI9T Monsenor Nouel—0.25 kw ND unl. Class III. 3-1-58. New.

1450 kc

HI2K Santiago—0.25 kw ND unl. Class IV. in use. Previously 1310 kc.

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RADIO

Help Wanted

Management

Manager to build outstanding independent local operation. Want experienced, capable, ambitious person of good character. Straight salary or salary and profit percentage. Best medium-sized Ohio market. Box 637F, BROADCASTING.

General manager wanted by top group operator for major market New York state station. Send full details to Box 650F, BROADCASTING.

Metropolitan market. To operate on percentage of profits. Great challenge. Excellent opportunity for right party. Box 675F, BROADCASTING.

Sales manager and owners understudy—now successful in small or medium market. Send credentials, accounts listing first letter. Guarantee salary open, plus commission. Upper midwest. Box 702F, BROADCASTING.

Sales

Kentucky station needs aggressive salesman. Salary, commission. Some air work if wanted. Full details first letter. Box 594F, BROADCASTING.

New York state tv station wants an experienced radio salesman, interested in moving into television. NBC affiliate. On air accounts to start. Base plus commissions. Write giving full resume to Box 609F, BROADCASTING.

Experienced sales manager wanted in northwestern college town of 40,000, single station market of 150,000. Must be high grade man and a good worker. Salary and percentage of profits. Box 621F, BROADCASTING.

Experienced salesman with production ideas for number one metropolitan Florida station. Base salary plus commission and car allowance. Fine opportunity for real salesman. Box 651F, BROADCASTING.

Wanted, immediately, experienced radio-time salesman for rural station, upper N.Y. state, salary and commission dependent on experience; prefer man used to handling rural or small-town accounts; the last man to leave this job was making around $125.00 a week and not operating at full-time potential; send resume including references and experience to Box 671F, BROADCASTING.

KBUD, Athens, Texas seeking sales manager with announcing background. Five years experience required, minimum age 30. Interview required, references will be checked. Start $4,800.00 plus bonus. Box 701F, BROADCASTING.

Top sales manager wanted for established Virginia station. City of 30,000. Must be energetic. Ready to talk turkey on salary arrangements for right man. Send photo, working record, all details first letter. Box 707F, BROADCASTING.

Salesman: 15% commission. Liberal draw. Good music. Daytime. Kilowatt. Midwest. Box 716F, BROADCASTING.

Texas station needs good, experienced sales manager who can announce. First phone ticket desirable. If you're not capable of earning betwen $400 and $500 per month, don't apply. Box 722F, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Growing station group has good paying job open with top station in area for experienced, hard working salesman. Guarantee open depending on experience and ability, plus commission. Advancement opportunity dependent on performance. Only sober, permanent salesman need apply. Reply to Riley Gibson, Radio Station KXO, El Centro, Calif.

Salesman for solid NBC station in Michigan's second market. Send complete resume to Marvin Levey, WFDF, Flint, Michigan.

New York-Newark excellent opportunity for man with outstanding radio sales record to earn well into five figure income. Good prospects for promotion to even bigger job. In chain of 8 radio and tv stations. Send photo and history of billings and earnings to: Hal Walton, WNJR, Newark, New Jersey.

RADIO

Help Wanted—(Cont'd)

Announcers

Florida. Need experienced personality pop dj. Above average salary. Promotion minded station. Send tape, background. Box 750E, BROADCASTING.

Negro dj—southerner only—religious or R&B—America's highest audience rated negro group. Picture, tape, letter Box 903E, BROADCASTING.

Opening September 15 for stable experienced staff announcer, morning shift. Dignified news. friendly commercials. No characters or funny men. Small market northern South Carolina. Box 472F, BROADCASTING.

Need announcer with 2 years experience for staff of metropolitan area station. Good salary and conditions, an excellent chance of advancement within our expanding chain. Send tape, photo, resume and references. Box 547F, BROADCASTING.

Wanted—experienced on air salesman to do good adult record show number Top 40. Rush tape and letter. Box 693F, BROADCASTING.

Kentucky station needs good announcer. Beginner with strong possibilities acceptable. Prefer Kentuckian. Full details first letter. Box 595F, BROADCASTING.

Group of single market stations in Texas need following: newsman with announcing experience, and announcer-salesman and a straight announcer. Stations are under one ownership and offer chance to advance if you like smaller markets with one station. Box 613F, BROADCASTING.

Maryland independent wants experienced staff announcer for morning-afternoon disc shows. Box 638F, BROADCASTING.

Combination man—1st class license—emphasis on announcing. East Tennessee market of 30,000. Good pay for fast moving man. Send tape and experience to Box 658F, BROADCASTING.

$4,200 to $6,000 for dj with personality who can also do good news cast. No prima donnas, no beginners. 5000 watts in midwest. Excellent benefits including attractive retirement plan. Send full information and tape. Box 659F, BROADCASTING.

Announcer-1st phone. No maintenance, two weeks vacation, health insurance, new studio and equipment. Mobile units, air and auto. Adult programming, start at $433.00. Need immedately. Phone Mr. Jae, KHMO, Hannibal, Missouri.

Experienced announcer. Can also sell. Dr. F. P. Cerniglia, KLIC, Monroe, Louisiana.

Opening soon for mature, top forty type announcer with first class license to spin uptown type top forty format country and western records for booming KOOO, Omaha. The number 47 market in U.S. Class only, no engineering required. Air mail tape, photo background to Deane Johnson, Program Director, KOOO, Omaha.

Have immediate opening for announcer with news experience also for an announcer-salesman. If interested contact Clint Formby, KPAN, Hereford, Texas.

Wanted: Announcer for a 1000 watt independent in city of 12,000 in southwest. Prefer an experienced radio man with knowledge of music, news and sports. Car necessary. Salary open. Some talent fees. Send full information, photo, tape and references to KSCB, Liberal, Kansas.

Immediate opening for experienced staff announcer, opportunity to sell. Send photo, tape and complete details in first letter. WAFC, Staunton, Virginia.

WFRL, Freeport, Illinois has immediate opening for experienced staff announcer. 48-hour week, overtime over 40 hours. Paid vacations, free insurance, morning shift, daytime operation. Write or call Bud Walters.

Central Florida kilowatt has immediate opening for experienced announcer with first phone. Send tape and letter to WLBE, Leesburg-Eustis, Florida.

RADIO

Help Wanted—(Cont'd)

Announcers

Experienced morning man. Send tape and resume and salary expected. WLOH, Princeton, West Virginia.

Combo man with first class ticket for medium sized mid-west market. Good announcer necessary, very little engineering. Must know production. Send resume of experience, family status, salary requirements and audition to John Harvey, WRRR, 113 S. Court Street, Rockford, Illinois.

Technical

Chief engineer for brand new directional daytimer in Pittsburgh area one of growing chain. All new equipment with excellent layout. Excellent salary and working conditions. No announcing required. Personal interview necessary. Box 180F, BROADCASTING.

Chief engineer to maintain 250 w Virginia am using remote control. Announcing ability preferred but not necessary. Send complete background information with references, etc. This is an immediate and permanent opening for the right man. Box 525F, BROADCASTING.

Leading Florida station seeking engineer able to assume supervisory engineering duty. Must be qualified for maintenance of 5 kilowatt am directional and for installation of studio equipment. Send resume and snapshot to Box 712F, BROADCASTING.

Chief engineer wanted immediately for am-fm remote control station in New York southern tier. Some air work available, if desired. Contact Station Manager, WCLI, Corning, New York.

Engineer wanted, 5000 watt am station and large fm station. Must be familiar with all types of equipment. Prefer man with knowledge of multiplexing. Write WGH Radio, Norfolk or Newport News, Virginia.

Engineer. Experienced, 1st ticket. Union contract. Contact Mort Bardfield, WMEX, Boston 15, Mass.

Production-Programming, Others

Mr. News Director, this ad will run until we find the right man. We need a newsman who gets behind the surface news; who knows what's going on. News in depth is our most important service. Good salary and facilities. Write Box 179E, BROADCASTING.

$6000 per year for news director with know how to do a complete job. Established news minded station will provide the working tools, you provide the knowledge and interest. Full details to Box 318F, BROADCASTING.

News director. Must be able to take full charge of department, with heavy news schedule; be thoroughly experienced in local reporting, have an authoritative style and able to direct other news personnel. Leading, north central regional, in major market. Salary and working conditions above average. Will only consider applicants with successful background in similar position. Reply in detail, giving past experience, salary expected, and attach small photo, which will not be returned. Confidential. Box 515F, BROADCASTING.

Program director for metropolitan Florida station. Must be experienced, aggressive, full of ideas. Fine opportunity. Box 652F, BROADCASTING.

Experienced continuity writer for major midwest market. Must have creative ability plus practical good sell commercial copy writing style. Send photo and complete background. Box 679F, BROADCASTING.

Newsman: 1000 watts. Daytime. Gather, write and air news. Box 715F, BROADCASTING.

One news director and one announcer-copywriter. 500 watt daytimer. Some experience necessary. Newsman must be able to gather, write and air local news and sports—no play-by-play necessary. Good community, very little night work. No floaters. KCHE, Cherokee, Iowa.

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Grantham School of Electronics
408 Marion Street
Seattle 4, Washington

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(Mail in envelope or paste on postal card)

To: GRANTHAM SCHOOL OF ELECTRONICS
DESK 89-P • Washington • Hollywood • Seattle

Gentlemen:
Please send me your free booklet telling how I can get my commercial F.C.C. license quickly. I understand there is no obligation and no salesman will call.

Name__________ Age______
Address__________
City__________ State______
I am interested in: ☐ Home Study, ☐ Resident Classes

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Newsman gathers and writes local news for radio and television. Good radio news delivery on air essential, photography experience would be helpful. Excellent opportunity, permanent position, KGHF-KKTV, Pueblo, Colorado.

Wanted—program director-announcer, top voice required. Apply Byron McElligott, KSDN, Aberdeen, South Dakota.

Newsman. Radio and television, capable leg and airman with small market station experience, who can gather, write, and air news; journalism education background preferred; married; veteran; stable and dependable with good references; one who wants a permanent berth in a news department which has twice received national recognition. Scale starts at $85 for 40 hours. Salary commensurate with experience and ability. Write or phone W. P. Williamson, WKBN, Youngstown, Ohio, STerling 2-1145.

Experienced program director. Tape and resume and salary expected. WLOH, Princeton, West Virginia.

RADIO

Situations Wanted

Management

Highest industry records in radio sales expansion. Twenty years operations and management. Special assignments considered. Box 611F, BROADCASTING.

Wanted: Desk to collect dust while I work street as commercial manager. Box 672F, BROADCASTING.

Texas station owners: Texan now general manager of operation in north would like to return to Texas. Have a good record of sales and station management. Also have first phone. Interested only in general manager position. Box 685F, BROADCASTING.

Small station absentee owners! 15 years small and medium sized radio stations from copy to manager. Can quadruple in brass including programming, announcing, sales. Efficiently operate lowest nub, smallest staff. If accept your offer guarantee profitable operation in six months. Available September 15. Interested only in Georgia, Florida, gulf coast. Box 689F, BROADCASTING.

Manager. 10 years experience with ideas that sell. Top sales record. Married. College grad. Best references. Box 697F, BROADCASTING.

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All around man—what you're looking for. Box 664F, BROADCASTING.

Salesman—no cost to you, 50/50 deal, paid as money comes in. Tom Thumb, Box 97, Boston 14, Mass.

Announcers

Excellent staff announcer, sports news—exceptional adult dj-television experience—potential program director—age 25, single, midwest area, immediately available. Box 554F, BROADCASTING.

Travel anywhere, strong commercial, news, young veteran, married, run any board. Salary secondary. Box 583F, BROADCASTING.

Announcer-dj, 10 years experience. All phases broadcasting including program director. Desire permanency, opportunity. Will travel. Box 599F, BROADCASTING.

Young graduate experienced sportscaster desires career position with sports minded station. Available for up-coming football and basketball season. Prefer east but will consider any locale. All particulars available upon request. Box 618F, BROADCASTING.

Sports announcer football, basketball, baseball. Seven years experience. Finest references. Box 620F, BROADCASTING.

Willing to work hard to build and keep audience. 3 years experience in all phases. Box 632F, BROADCASTING.

Seeking permanent position as staff announcer with power station, radio and/or tv. Previous experience includes 250-50,000 watters. Presently doing morning dj show. No room for advancement. Pleasing voice, personality, 25, married. Will travel. Box 656F, BROADCASTING.

Experienced, announcer-newsman-sports. Currently employed in east. Will travel. Minimum $100.00. College grad. Married. Looking for opportunity and security. Box 660F, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Sports-staff announcer. 5 years desires small or medium market. Strong on play-by-play, news, commercials, music "married". Mature voice. Box 661F, BROADCASTING.

Personality-dj strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 665F, BROADCASTING.

Girl dj-announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 666F, BROADCASTING.

Negro dee jay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 667F, BROADCASTING.

Somewhere someone has my job—for information write to Bob . . . Box 669F, BROADCASTING.

Announcer, 1st phone, available now. Single, conscientious, $80, no car. Box 676F, BROADCASTING.

Competent young announcer—thoroughly trained in all phases of broadcasting. Seeking a steady position. Box 678F, BROADCASTING.

Experienced announcer, 5 years all phases, currently in market of 800,000. Want permanent position with progressive station with chance for advancement. Box 684F, BROADCASTING.

Friendly voice of two 50,000 upper midwest stations. 12 years staff and farm news experience. Excellent morning man. Box 686F, BROADCASTING.

Versatile announcer seeks position in or near New York state. Strong commercial delivery. Box 687F, BROADCASTING.

Announcer-salesman for Cleveland, Akron, or northeastern Ohio. Currently employed in the area. Can easily sell own salary and more. 20 years experience. Inventive mind. Adult music please. Can come for personal interview immediately. Box 691F, BROADCASTING.

Staff announcer-dj. Excellent voice and ability. Negro, no accent. Box 692F, BROADCASTING.

New Jersey. Part-time. Ivy league college grad. Radio school grad. State employee at Trenton. Desire work as announcer evenings, or Sundays, or Saturdays. Glad to send tape and resume, or appear for personal interview. No obligation. Box 694F, BROADCASTING.

Greedy for talent? Enter this contest! First prize, married veteran, realizes importance of hard sell, exceptionally clean news. Complete this sentence, "I want your tape because . . .". Mail to Box 695F, BROADCASTING.

2¼ years, radio, tv background. DJ, news, commercial experience. Desire radio or radio-tv. Available immediately. Box 696F, BROADCASTING.

Announcer-dj. Negro. Recent school grad. N. Y. trained. Ambitious, married, will travel. Box 699F, BROADCASTING.

Experienced announcer available for Sunday relief. Will travel near N.Y.C. Box 703F, BROADCASTING.

Negro dj desires staff announcing position. Announcing school graduate. Run own board. Versatile, locate anywhere. Box 705F, BROADCASTING.

Colored female. Experienced in announcing-sales. Tape, resume on request. Box 706F, BROADCASTING.

First phone—experienced studio operator television and radio. Announcing school graduate. Married. 2 years college, desire position as staff announcer. Box 708F, BROADCASTING.

Singing dj, versatile, strong on news, script writing, sales, experienced. Box 710F, BROADCASTING.

Two years fm classical music pd and three years fm announcer. 3 years top 40 and news. Desires fm operation preferably. Box 711F, BROADCASTING.

Announcer, 6 months pro. 2½ years journalism school. 21. In south, want east. Box 719F, BROADCASTING.

Announcer-night man, good voice, spot, music delivery. Year experience, married. Box 720F, BROADCASTING.

Need a top-flight negro dj? One that's creative, steady and ready. Box 721F, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

News-staff: Currently employed large metropolitan market, seeking expanded opportunity. Experienced all air phases, now news, sports director, B. A. Journalism, SDX. Box 723F, BROADCASTING.

Do you need an "honest-to-goodness" country dj and mc? Engineer or chief if needed. Not an announcer. Prefer California coast, but will consider all offers. Non-drinker, non-smoker. Never been late in eight years in the business. Phone TE 5-4239, Wilmington, California.

Working pd in network affiliate wants staff or news position in larger station. Presently employed dj news feature shows. Can gather and write local news. Nick Alexander, Fairfield, Iowa.

All-around staff including strong music, play-by-play. Currently employed. Robert Bauman, 109 North Pier, St. Joseph, Michigan.

Ace sportscaster, salesman, announcer, newsman. Call Basil DeSoto, Crestview 5-8592, 1801 Coldwater Canyon, Beverly Hills, California.

Dear Employer: This will serve to introduce Mr. John Gonzales, who has been in our employ for the past two years. Because of a re-alignment of our broadcast day, which involved deletion of the 1:00 a.m. to 6:00 a.m. shift, it was with great reluctance and regret, we terminated the services of Mr. Gonzales. We would, without hesitation, re-engage him if future circumstances allow us to re-initiate all night programming and he were then disposed to return to this area. As an employee and more particularly, as an individual, we highly recommend Mr. Gonzales. His services with this station have been eminently satisfactory; his moral character and professional ability is of the highest calibre. Contact John B. Gonzales, Radio Station WORC, Bancroft Hotel, Worcester 3, Mass.

Announcer dj news vet. Emerson college grad. Broadcasting major. Experienced. George Grippo, 2528 Legion Street, Bellmore, L. I., N. Y.

Announcer-control board, staff personality, news, commercials, smooth platter specialties—two years experience, hard worker, single, travel anywhere, tape, resume, references. Reno Martin, 111 Orchard Street, Mount Vernon, N. Y. MO 7-8442.

Technical

Ambitious chief engineer, 11 years broadcast experience. All phases am and fm. Not afraid of hard work. Desires chance to prove ability at progressive station. No announcing. Box 460F, BROADCASTING.

Chief engineer/assistant manager presently employed, 14 years experience all phases radio, will build your station or rebuild to delivery signal quality and punch to complete in the toughest market. All reasonable offers considered. Box 578F, BROADCASTING.

First phone, experienced, mature, astemious, married. Fair announcer, good news delivery. Tape available. Please write Box 593F, BROADCASTING.

Engineer with strong technical background is looking. First phone, two years commercial am, fm, tv experience. Have excellent voice, willing to announce. Box 654F, BROADCASTING.

1st phone-radar endorsement, desires tv or radio studio employment. 2 years college, 5 years as field engineer-electronic tech. Will travel. Box 663F, BROADCASTING.

First phone, 2 years technical school, 2 years experience studio and transmitter. Interested in tv. Box 683F, BROADCASTING.

Chief engineer-reliable, conscientious, experienced construction, maintenance, directionals. Will build your station or rebuild it for reasonable compensation. No announcing. Box 718F, BROADCASTING.

First phone announcer. Six years radio. Family man, dependable. Three years maintenance. Studio engineer in background. Radio school graduate. Write: Box 502, Alva, Oklahoma.

Production-Programming, Others

Production director, Bartell experience. If you can find a better one—hire him! Box 497F, BROADCASTING.

Promotion man widely experienced radio and print. Unusual qualifications. Emphasis on sales promotion. Hard-hitting sales presentations, brochures, mailings. Twelve years radio, six years personal contact. Luncheon presentations, agency calls, local sales and promotions. 35, college, family, own home. Box 653F, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

Program director! "Experienced". Plenty of ideas for larger revenue. Congenial, alert, married. Box 662F, BROADCASTING.

Program managers assistant—know good music and production. Mature voice for air work. Desire personal interview, $7,800 minimum. Details. Box 677F, BROADCASTING.

Ambitious female, experienced: copy, traffic, typing, shorthand, 3rd class license, commercial voice, women's shows, college grad. Box 682F, BROACASTING.

News director-newscaster. 15 years large and small stations; know how to gather, write, edit, present local news. Authoritative, believable delivery. Act as department director or one-man department. Locate in deep south, gulf states, or Florida. Currently tv. Available September 15th. Box 688F, BROADCASTING.

Publicity and promotion manager, now handling publicity, promotion, advertising, merchandising, research and pr for large radio-tv operation. College graduate, 26, family man. Seek permanent relocation in northeast. Box 690F, BROADCASTING.

Available: Newsman with 3½ years experience in newsroom of metropolitan midwest independent. Six months air experience. Capable of directing news operation. Journalism grad, age 28. References. Write or phone Bob Witas, 3144 S. 9th St., Milwaukee, Wis. HU 3-5972.

TELEVISION

Help Wanted

Sales

Regional and local account executives. References required. Must have production record. South. Box 668F, BROADCASTING.

News director KELO-TV, Sioux Falls, South Dakota offers excellent opportunity for experienced news director. Man hired will operate department with staff of 4 and do one on-the-air newscast. Must be from upper midwest area. Send complete details and photo first letter.

Account executive—Experienced in radio or tv local/regional sales, to take over top billing account list on one of the best CBS stations in the Carolinas. Opening created by promotion of present account executive to local sales manager. This position offers good base, fringe benefits, and attractive commission arrangement that enables you to build your own future. No limit on earnings. We want a family man with sincere desire to work and make money. Your record must stand rigid investigation. Send complete details including sales record on local/regional level with photograph to: Don Pierce, Local Sales Manager, WFMY-TV, Greensboro, N. C.

TELEVISION

Help Wanted—(Cont'd)

Announcers

Have immediate opening for announcer-director with on-camera experience. Will consider man with solid radio background. Montana network affiliate. Send resume, tape, and photo to Box 681F, BROADCASTING.

TV news opportunity. VHF network affiliate needs experienced newsman for on-camera work. Outstanding opportunity. Send full particulars to KWWL-TV, Waterloo, Iowa.

Technical

Immediate opening for experienced studio engineer. Send resume to Chief Engineer, WYES-TV, Box 12026, New Orleans, La.

Production-Programming, Others

Excellent opportunity for news director radio and tv, seven-man department, equipped with Western Union weather, news wires, mobile unit, portable recorders and beeper. Photo department for still and film pics. Send tape, photo, examples of work and salary requirements plus complete background. Box 401F, BROADCASTING.

TELEVISION

Situations Wanted

Management

Sales manager/manager: Experienced. Documented personal sales record. Established reputation train, build and direct productive sales staff. Now employed. Owner-management blocks advancement. Box 700F, BROADCASTING.

Sales

$100,000 billing! Aggressive account executive-sales manager. Outstanding resume, 6 years experience any large market. Box 714F, BROADCASTING.

Announcers

Announcer-newsman-on camera personality. Experienced. Dependable family man. Now employed major market vhf, seeking opportunity in larger market. Box 674F, BROADCASTING.

Major market radio and tv performer available. Presently active in sponsored tv mc, sports, news, and deejay. Major markets only reply. Box 698F, BROADCASTING.

Technical

TV tech with first phone, having limited experience. Available immediately and willing to travel. Good man. Draft exempt. Resume on request. Box 633F, BROADCASTING.

Engineer with commercial tv experience is seeking employment. Have first phone, will travel. Capable and willing of doing maintenance. Box 655F, BROADCASTING.

1st phone, 2½ years experience all phases studio operation, including construction and transmitter operation. Box 673F, BROADCASTING.

FOR SALE

PENNSYLVANIA RADIO STATION

Long and well-established 250 watt property

Full Time—major network affiliation

Profitable and sizable market

Write Box 635F, BROADCASTING

No Brokers Involved

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

Producer-director—creative, capable, stable. M.S. degree tv production, 5 years commercial production, experience in numerous program types-musicals, news, variety, quiz, public affairs. Employed in large three station market. Desire relocation. Directing bulk live programming for present employer. Married. Box 503F, BROADCASTING.

News director, radio station, wants to return to tv. 8 years experience radio-tv reporter, writer, film editor, newscaster. B.S., M.S. degrees in journalism. Box 507F, BROADCASTING.

Production manager-director presently employed but wants bigger market. 8 years experience in all phases of program and production. 34 years old, family man, college graduate. References if requested. Box 636F, BROADCASTING.

Presently employed producer-director and assistant production manager in educational tv desires position in commercial tv in southeast. Experienced in all phases of tv production. Married vet. References include present employer. Box 680F, BROADCASTING.

FOR SALE

Stations

Northwest 1 kw daytimer, isolated market. Presently grossing in excess of $50,000 annually. Excellently equipped. Priced for quick sale at $37,500 cash. Price includes accounts receivable of $6,000. Box 643F, BROADCASTING.

Gulf south, metropolitan market station, $140,000, terms; medium markets (4), prices ranging from $55,000 to $80,000, terms. Chapman Company, 1182 West Peachtree, Atlanta.

Arizona quarter-kilowatt $9,280.00 down. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Have many buyers, and syndicates. 2½% commission if you list exclusive with us. Lee Hollingsworth, Lic. Bkr., 514 Hempstead Ave., W. Hempstead, N. Y.

TV stations: Gulf states; $750,000, $450,000, and $2,000,000; upper south: $895,000; southwest: $277,000: all with financing. Chapman Company, 1182 West Peachtree, Atlanta; 1270 Avenue of Americas, New York; 33 West Micheltorena, Santa Barbara, California.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Florida large market, profitable, $500,000, terms; medium markets (4), prices range $141,750 to $225,000, terms; monopoly markets (2), $55,000 and $175,000, terms. Chapman Company, 1182 West Peachtree, Atlanta.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Central state, large market stations (2), $100,000,000, terms, or $275,000, terms. Chapman Company, 1182 West Peachtree, Atlanta; 1270 Avenue of Americas, New York.

Oregon network quarter-kilowatt $107,500.00. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Equipment

1 RCA-fm transmitter BTF 3B 3 kw with additional equipment to change to 5 kw. Like new. $5000. Also frequency and modulation monitor. Write Box 469F, BROADCASTING.

Stainless G-36 N.I. tower, second hand. Box 526F, BROADCASTING.

GE 250 watt fm broadcast transmitter and spare tubes. 4 bay GE antenna, 120 feet of 1⅝ coax line and elbows and WE 1126 limiting amplifier. Box 704F, BROADCASTING.

Tower. Free standing 115 foot new Dresser-Ideco. Never erected. Complete drawing. Reasonably priced. Box 717F, BROADCASTING.

PT6J Magnecorder, complete. Gates 250A transmitter, complete. 2 CB11 turntables. General modulation monitor. Radio KFGT, Fremont, Nebraska.

Western Electric 1 kw, 443-A1 transmitter; excellent, spare tubes. 25B dual channel console, complete. Both on air. Best offer. KGLC, in Miami, Oklahoma.

1 kw Gates BC-1J transmitter, like new. KOKY, Box 1956, Little Rock, Arkansas.

FOR SALE—(Cont'd)

Equipment

RCA 76-B4 console with tubes, power supply, and a large inventory of spare parts. One RCA 70-D turntable with universal head and BA-2C booster amplifier. Both recently removed from service, clean and in good working order. $250.00. WLEC, Sandusky, Ohio.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E. and Bliley holders; regrinding, repair, etc. Also am monitor service. Nationwide unsolicited testimonials praise our products and one day service. Eidson Electronic Co., PR 3-3901, Temple, Texas.

FM transmitters. New, FCC approved. Immediate availability. Contact Industrial Transmitters and Antennas, 235 Fairfield Avenue, Upper Darby, Pa., Flanders 2-0355.

Weather warning receivers for Conelrad and Disaster Weather warnings. Air Alert II—$46.50, Air Alert I—$89.50. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

Western Electric 1C frequency monitor, $100. Hill, Tulsa Recording Studio, 712 Wright Building, Tulsa, Oklahoma.

WANTED TO BUY

Stations

Wanted radio station by principal, speed assured to good proposition. Confidential. Box 670F, BROADCASTING.

Equipment

Wanted; used 250 watt transmitter, state make, condition and price. Box 657F, BROADCASTING.

Magnecord PT6-R or J amplifier. Broadcast type, standard cabinet racks, 77-inch panel space. Chief Engineer, WAND, Canton, Ohio.

Used WX-2D field intensity meter and 3 used 165 foot guyed towers. Contact Chief Engineer, WFCR, Fairfax, Virginia.

Two used 240 foot radio towers complete with lighting equipment. State condition and price in reply. Contact Radio Station WJAZ, P.O. Box 611, Albany, Georgia.

Wanted—One Collins 6m program line amplifier. State price and condition. K. K. Ketcham, WOI-TV, Ames, Iowa..

Wanted: Broadcast/recording limiter, fm specifications. Give make, model and price. Sierra Records, Box 111, Sierra Madre, California.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in residence classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting September 3, October 29, January 7, 1959 and March 4, 1959. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

MISCELLANEOUS

Bingo Time U.S.A. printers of personalized bingo game sheets for radio and television programs. P.O. Box 1871, Hollywood 28, California.

INSTRUCTIONS

Want a TV or Radio Job?
as announcer, writer, producer?
The National Academy of Broadcasting
3338 16th St. N.W.
Washington, D. C.
Trains and places
men and women in
TOP JOBS
New term starts Sept. 29. Send for folder and list of positions available.
Call DEcatur 2-5580

Help Wanted

RADIO

CAREER OPPORTUNITY

FOR TELEVISION RESEARCH ACCOUNT EXECUTIVE WITH A FAST-GROWING, AGGRESSIVE RESEARCH COMPANY.

We are looking for a man who has had some experience in the broadcasting field . . . in either a station, network, agency, or sales representative firm . . . and who has a working knowledge of the agency uses of TV audience measurement.

After training, his objective will be to help station and agency clients make more effective use of our television research services. He should be able to work effectively with all levels of people, be noted for his good judgment, and be eager to accept responsibility; his age between 28 and 50, and he must be able to start at a modest salary.

This position will locate in headquarters or branch office and involves a reasonable amount of travel in Eastern states. A real opportunity for the right man. If interested, please write and sell yourself. Include minimum salary requirements.

Address: **Roger Cooper**
American Research Bureau, Inc.
Beltsville, Maryland

Announcers

Announcer Opportunity

Opportunity for morning disc jockey on one of South's oldest stations. Prestige and advancement for man with ability. Must operate board, have FCC permit. Pay above average, forty hour week, good working conditions. Top staff and station fired-up to go places. Send tape, photograph, and references immediately.

Program Director
WGST
P. O. Box 7254, Atlanta 9, Georgia

Sales

SALESMAN

Unusual opening for top grade sales producer with red-hot independent station within top 20 markets. Must be presently employed in north-central or northeastern section. No fancy titles, no private secretary, just a good, solid opportunity to make a buck and advance in radio. If you can sell at both the agency and account levels, answer this ad immediately. All replies confidential and staff knows of this ad.

Box 713F, BROADCASTING

RADIO

Help Wanted—(Cont'd)

Sales

SALESMAN

KBKC, KANSAS CITY IS EXPANDING

Need ambitious, creative Account Executive. Must have desire to work for $10,000 first year. High guarantee, commissions and expenses paid. Rush photo and resume to Don O'Malley, 5618 Holmes, Kansas City, Missouri.

RADIO

Situations Wanted

BIG JON & SPARKIE

A Prestige Kid-Show with Plenty of Sales Punch!

Details and Audition

JON ARTHUR

1179 Colgate Drive, Pitcairn, Pa.

Announcers

TOP TOP-40 MORNING MAN FOR A TOP TEN MARKET

We hired a high-rated morning man with a most impressive "top-40" station track record. A change in our programming policy put this talented man in a creative straight-jacket. If you are looking for a zany, loyal, hardworking personality, we will put in a good word for him and he in turn will send you tapes, resume and other supporting documentation. Station Manager,

Box 466F, BROADCASTING.

TELEVISION

Situations Wanted

Announcers

WANT TO HELP — —

Two fine, versatile on-camera announcers who are being cut in a reorganization.
Can you use one or both?
Call me collect.

Cecil M. Sansbury
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FOR SALE

Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS—ESTABLISHED 1946

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APPRAISALS FINANCING

HOWARD S. FRAZIER, INC.

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Equipment

TAPE RECORDERS

All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
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America's Tape Recorder Specialists

FOR SALE

Equipment

ITEMS FOR SALE

2 EA Gray model 106-SP pickup arms—will take triple play GE cartridges . . . less pickups.
New Cost $49.50 EA—For Sale 2 for $50

1 EA Presto 6N disc cutter.
New Cost ....**$750—For Sale $250**

1 EA Presto L-8 disc recorder.
New Cost ....**$366—For Sale $150**

2 EA Gates CB-11 turntables new motors—spindles—idler wheels, W/Gray 106-SP arms & triple play GE pickups and Gray 602C equalizers. Appearance not so hot, but practically new mechanically. Without cabinets.
New Cost $300 EA..........**Both for $250**

3 EA remote amplifiers, in current use . . . 1—Gates dynamote—perfect.
New Cost ....**$369—For Sale $200**

2—Gates single channel remotes W/SA-78 amplifiers . . . These have been modified with Daven attenuators for three mixing channels.
For Sale ....**$75 EA**

1 EA Magnecord PT6-VAHX (Voyager) OK—in use.
New Cost ....**$474—For Sale $250**

1 EA Magnecord PT6-AH & PT6J—Mr. Tape Recorder—rough, but only needs adjusting and new volume control W/Portable cases, ready to go as is . . . in daily use at present.
New Cost ....**$539—For Sale $200**

1 EA Wooden file cabinet.
New Cost ....**$50—For Sale $25**

1 EA Large speaker—perfect for lobby or auditorium 15" Jensen Woofer-Horn Tweeter-Crossover—cabinet can be finished to suit your decor.
New Cost ....**$350—For Sale $150**

1 EA 2.5 KW Gas generator, fine for remote pickup broadcast.
New Cost ....**$500—For Sale $250**

1 EA 110/220 volt Westinghouse stepup transformer . . . when used with above generator will furnish emergency power for small 250 watt station.
For Sale **$60**

For Complete Details Write or Phone
Chief Engineer, Jack Garrison
WBOF
Virginia Beach, Va.
GA 8-3434

WANTED TO BUY

Stations

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UPCOMING

September

Sept. 4-5: RAB, regional management conference, Ponte Vedra Inn, Ponte Vedra, Fla.
Sept. 4-7: West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs.
Sept. 5-6: Texas AP Broadcasters Assn., Roosevelt Hotel, Waco.
Sept. 5-6: Indiana Assn. of Broadcasters, Hotel Marott, Indianapolis.
Sept. 8-9: RAB, regional management conference, Rickey's Studio Inn, Palo Alto, Calif.
Sept. 9-11: Idaho Broadcasters Assn., Washington Hotel, Weiser.
Sept. 11-12: RAB, regional management conference, Western Hills Lodge, Sequoyah State Park, Okla.
Sept. 11-13: Michigan Assn. of Radio & Tv Broadcasters, annual fall convention, Hidden Valley, Gaylord.
Sept. 12-14: AWRT, New England conference, Stowe, Vt.
Sept. 15-16: RAB, regional management conference, The Greenbrier, White Sulphur Springs, W. Va.
Sept. 16-18: Electronic Industries Assn., fall conference, St. Francis Hotel, San Francisco.
Sept. 19-21: International Sight and Sound Exposition, seventh annual high fidelity show and music festival, Palmer House, Chicago.
Sept. 21-24: L'Assn. Canadienne de la Radio et de la Television de Langue Française, Alpine Inn, Ste. Marguerite, Que.
Sept. 22-23: National Business Publications, N. Y. regional conference, Ambassador Hotel, New York City.
Sept. 22-23: Louisiana Assn. of Broadcasters, Townhouse Motel, Lafayette.
Sept. 22-23: RAB, regional management conference, Hotel Morain-on-the-Lake, Highland Park, Ill.
Sept. 25-26: RAB, regional management conference, St. Clair Inn & Country Club, St. Clair, Mich.
Sept. 26: Oregon Broadcasters Assn., station managers' meeting, Timberline Lodge, Mt. Hood.
Sept. 26: UPI Broadcasters of Iowa, Hotel Roosevelt, Cedar Rapids.
Sept. 26-27: Mississippi Broadcasters Assn., management conference, U. of Mississippi.
Sept. 26-27: IRE, transmission systems professional group, annual symposium, Hotel Willard, Washington.
Sept. 26-28: AWRT, southern area conference, Columbus, Ga.
Sept. 27: UPI-U. of Iowa School of Journalism, symposium on good government, U. of Iowa, Iowa City.
Sept. 27-28: AWRT, southwestern area's fall conference, Western Hills, Fort Worth, Tex.
Sept. 29-30: RAB, regional management conference, Princeton Inn, Princeton, N. J.

October

Oct. 1-2: NAB Tv Code Review Board, Clift Hotel, San Francisco.
Oct. 2: Advertising Research Foundation, fourth annual conference, Waldorf-Astoria Hotel, New York City.
Oct. 3-5: AWRT, national board meeting, Waldorf-Astoria Hotel, New York City.
Oct. 5-6: Texas Assn. of Broadcasters, fall conference, Texas Hotel, Fort Worth.
Oct. 5-7: Central Canada Broadcasters Assn., Alpine Inn, Ste. Marguerite, Que.
Oct. 8-10: IRE, Canadian convention, Exhibition Park, Toronto.
Oct. 9-10: AAAA, central region's annual meeting, Drake Hotel, Chicago.
Oct. 9-10: North Carolina Assn. of Broadcasters, Sedgefield Inn, Greensboro.
Oct. 10-11: Alabama Assn. of Broadcasters, Stafford Hotel, Tuscaloosa.
Oct. 10-11: Mutual Advertising Agency Network, fourth-quarterly business meeting-workshop, Bismarck Hotel, Chicago.
Oct. 10-12: AWRT, Heart of America conference, Kansas City, Mo.
Oct. 12-15: AAAA, western region's annual meeting, El Mirador, Palm Springs, Calif.
Oct. 13-15: National Electronics Conference, Hotel Sherman, Chicago.
Oct. 13-15: Kentucky Broadcasters Assn., fall meeting, Chesmotel Lodge, Hopkinsville.
Oct. 14-17: National Assn. of Educational Broadcasters, annual convention, Sheraton-Fontenelle Hotel, Omaha, Neb.
Oct. 15-19: Radio Television News Directors Assn., annual convention, Sheraton-Blackstone Hotel, Chicago.
Oct. 16-18: Missouri Broadcasters Assn., St. Louis.
Oct. 19-21: Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.
Oct. 20-24: Society of Motion Picture & Television Engineers, 84th semi-annual convention, Sheraton-Cadillac Hotel, Detroit, Mich.
Oct. 23-24: Audit Bureau of Circulation, 44th annual meeting, Drake Hotel, Chicago.
Oct. 24-26: AWRT, Pennsylvania conference, Erie.

NAB FALL CONFERENCES

Sept. 18-19, Buena Vista Hotel, Biloxi, Miss.
Sept. 22-23, Okla. Biltmore, Oklahoma City, Okla.
Sept. 25-26, Challenger Inn, Sun Valley, Idaho.
Sept. 29-30, Mark Hopkins Hotel, San Francisco.
Oct. 13-14, Schroeder Hotel, Milwaukee.
Oct. 16-17, Radisson Hotel, Minneapolis.
Oct. 20-21, Somerset Hotel, Boston.
Oct. 27-28, Statler Hilton Hotel, Washington, D.C.

NOW! JUST RELEASED NCS #3 FIGURES REVEAL WHAT ADVERTISERS HAVE LONG KNOWN . . .

WFAA-TV is a **"MUST BUY"**

in one of the nations **"MUST MARKETS!"**

638,360 **TV HOMES**

in the vast market coverage area of **WFAA-TV!**

(based on NCS #3)

DALLAS & FT. WORTH – the nation's 12th ranking metropolitan market in terms of retail sales – *as well as its rich surrounding trade area* – now substantiated to be under the powerful signal of WFAA-TV!

FOR AN AMAZING LOOK AT WHAT YOUR TV DOLLAR WILL BUY IN DALLAS TODAY CALL OUR **PETRYMAN** for a closer look at some very revealing facts on NCS #3.

WFAA-TV DALLAS

abc

A television service of
The Dallas Morning News
Edward Petry & Co. National Representatives

MONDAY MEMO

from **JACK ROBERTS**, *creative director, Carson/Roberts Inc., Los Angeles*

Pie in the face is funny once; after that try a new gag commercial

Dear old, good old radio is proving all over again that it can sell and well. Seems that the auto radio is as common as the auto transmission, and while hubby is wired-in en route to the grist mill, wifey is plugged-in by the dishwasher, each embarked on their daily tasks more or less musically. For, despite the horrendous programming of looney top-tuning, radio is there, and you can hear it now.

An attempt to evaluate programming is liable to lead us into the realm of reason, and we'd be immediately out of touch with the whole thing. Instead, let's assume I'm as nutty as you are, and as dedicated to a particular wax-wielder. He's our traffic tranquilizer (between the inbound freeway and the interchange). We listen. We're loyal. And besides, he's what we get on the pushbutton set and we're just the least bit insecure as to how to change it. So we begin our day with *Daytime Dick and his Dizzy Discs* (he's on K-something-or-other, that first button on the left.) In addition to the absence of choice, we endure him because he's breezy, he plays some music now and then, and achieves a totally admirable degree of sprightly good humor at this miserable morning hour. He's a regular passenger in our car with his steady bits of Bufferin brightness, and we've become accustomed to his pace.

You might say that we like him, but I wouldn't want to be quoted on that.

Perhaps his greatest hold on us is that he's followed by the news, but in all fairness, I'll admit a certain patterned patronage that includes abiding his sponsors, and that's the whole point of this piece. We recognize that to stay in business requires commercials (but so many?). I should add that Daytime Dick handles these commercial pitches consummately—he's had so much experience. He weaves commercial nonsense into his program with considerable skill, blending his own inanity with that of the sponsor. But suddenly the whole zany business comes to a grinding halt and abruptly comes a cropper —the recorded audio-gag spot.

Judging by their numbers, the audio-gag spot must have a reasonable record of effectiveness. Its premise is the short-span creation of a comedy situation — Everyone-Likes-a-Chuckle-Now-and-Then sort of thing. It's kind of aural custard-in-the-kisser, and like any pie-in-the-face, the first pastry pasting is most impressive.

Unfortunately, this new school of audio-gaggle must perforce repeat itself. The things cost a bit to produce, and like all recorded spots take considerable use to amortize. Unlike most spots these gags grow very old very fast. Let's recognize that the fault here is not with the comedy drama spot itself, but rather its application in the radio requirement of repetition.

As an example, imagine, if you will, your reaction after listening to the following for the 48th time:

(Spot begins with completely cuckoo sound effect.) Banshee wail rises above rhythmic sounds of garbage disposal unit perforating palm fronds. In the distance we hear the staccato of an automatic starter de-energizing a dying battery. Wail subsides, disposal swallows, battery dies, and voice (remotely Brooklyn) scratchily asks: "Didja hear somethin, Moitle?" Ratchet sound (5 sec.) as Moitle turns up her hearing aid, replies, "Nuttin." Boston Symphony Orchestra takes three bars followed by the overture to *Gangbusters.* "That's funny," says Brooklyn, "I'da swore I hoid a woibling thrush!" (10 sec. of meaningful silence). "Don't woible," says Moitle, "avoid the thrush . . . only 84 shopping days already 'til Christmas!" (Sound effect of buffalo-stampede and crunching human bones, up . . . and out).

Now most audio gags are considerably more inventive and fortunately more amusing than this non-existent example. I sketch it only to establish, roughly, the area of concern. At first blush it's possibly an amusing bit of business but for how long does the blush remain on the thrush? A funny story is as hilarious the first time as it is turgid the tenth time.

Our fellow-sufferer, Daytime Dick, has become so fed-to-the-teeth with certain audio gags that he plays them at a speed faster than as recorded and uses the time thus saved to direct an appeal to the advertiser and agency for a new spot. He notes in his plea that the listener might write in beseeching a cease-and-desist on the overdone spots.

An agency embarked on a humorous series does well to budget for less time, if necessary, to allow for sufficient spot-subject change. I imagine the effectiveness curve, if charted, of a clever audio gag would be rather alpine, peaking quickly and as suddenly sliding down the other side. I suggest also, that this highly sophisticated area of repetitive humor requires, from concept to scheduling, much more than itinerant talent. Aside from the advertiser's negative image, when the gag becomes a nag, consider the talent.

One known and capable comic has expressed his concern over a radio saturation campaign in Chicago featuring him in a recorded spot. "I'm deader'n Mrs. O'Leary's cow in Chicago," he moans. "Too much of a good thing."

Situation comedy spots are the "new sound" in radio commercials, and sometimes brighter than the patter they interrupt. The first few times around they have a fresh appeal, but they're fragile figments and not subject to too much handling. The clever audio-gag sounds just great in a sales meeting, and sounds pretty awful in the day-in-day-out repeat business that is radio.

Jack Roberts, b. April 26, 1920, Portland, Ore. Came to Southern California after serving four years as Air Force pilot. Trained in Art Center School of Los Angeles (where he met his wife, Dian). Has been directing Carson/Roberts' creative output since 1947. Awards include representation in American Institute of Graphic Arts' "50 Best Ads of the Year" in 1954, again in '57, and Advertising Assn. of the West awards on two occasions. Has received several awards from Art Directors Club of Los Angeles, served as president of that organization in 1954. Whether advertising problem is visual or aural, Roberts is innovator—he believes that "white space" in radio might be enough of departure to build sales. Agency v.p. and his wife have four children.

A Private Affair

IF Robert Sarnoff is serious about his proposal for an inter-network rotational system of covering political conventions, he chose an impractical way of advancing it last week.

By making a public announcement of the proposal, he has automatically stamped it as the Bob Sarnoff plan. We cannot imagine CBS or ABC eagerly embracing an arrangement with that title.

Yet, we suggest, the plan should be embraced or at the very least given serious consideration by all networks. There is a terrible waste of air time in prolonged, all-network coverage of any special event, whatever its national importance. This fact was unmistakably demonstrated during both party conventions of 1956.

The public would be served as well—indeed better—if networks took turns in broadcasting live the proceedings of conventions and other big events.

But to reach such an arrangement would require a higher degree of cooperation among networks than can be attained by the simple wishing for it. It is the kind of arrangement which is more apt to be achieved by quiet and private negotiation than by a unilateral statement issued to the press.

It is our suggestion that Mr. Sarnoff's proposal is good enough to deserve survival despite its inauspicious start. Publicly, the less said about it for the time being, the better. Privately, high network executives ought to begin cooperative discussions to determine if it can be brought about.

Voice That's Heeded

BROADCAST journalism won an important victory last week when the American Bar Assn. decided to look into the experiences of courts that have admitted cameras and microphones.

The whole legal approach to the broadcast media has been changing in recent months. Prejudices of older members of the bar are being dispelled as broadcasters acquaint lawyers and judges in their own communities with the truth about electronic journalism. Intensive grass-roots activity is given much of the credit for the ABA's decision to review the record of radio-tv coverage.

NAB's Freedom of Information Committee, led by Chairman Robert D. Swezey, WDSU-AM-TV New Orleans, sparked the movement. Last winter Mr. Swezey, an ABA member, stated the industry case in an appearance on the floor of ABA's House of Delegates, which then deferred action on a proposal to ignore media progress and to reaffirm Canon 35 bans.

The fight for access to court trials is still to be waged. A nine-man ABA committee will be named by Ross L. Malone, new association president, to build up a record of electronic experience in courtrooms. This committee should include ABA members with an understanding of media—such men as Mr. Swezey; Judge Justin Miller, ex-NAB president; Elisha Hanson, counsel for newspaper interests, and Judge Walter M. Bastian, of the U. S. Court of Appeals, District of Columbia.

In making their position known to the ABA membership, broadcasters again demonstrated their power to influence those who control public affairs. A few weeks ago their back-home contacts with Senators and Congressmen played a powerful role in the senatorial burial of legislation that would have given sports promoters blackout powers over broadcasting.

The next obvious step is plain. Broadcasters must acquaint Mr. Swezey's Freedom of Information Committee with local experiences in covering trials via microphone and camera. Then ABA will be given, for the first time, a record of electronic progress that will demonstrate the ability of radio-tv to promote justice by acquainting the public with judicial processes.

Canada's Stride Forward

CANADA, our good neighbor to the north, is veering closer, step by step, to the American Plan to free competitive broadcasting. Any day now, Parliament is expected to enact legislation separating the Canadian Broadcasting Corp., the state-monopoly, from its regulatory control over the dominion's private broadcasting operations. Created will be a new Board of Broadcast Governors—the equivalent of our FCC.

CBC will continue to operate its stations and networks, under government franchise, but it won't regulate its private competition. Indeed, CBC itself will face new competition because its television monopolies in such key markets as Montreal, Toronto, Ottawa, Halifax, Vancouver and Winnipeg will be broken. The new BBG will not only pass on new applications for television and radio, but will also consider applications for networks and network affiliations, heretofore reserved by CBC unto itself. This has meant that all of the U. S. network programs channeled into Canada are exclusively on CBC.

AUNT FANNIE'S COOKING SCHOOL
Sid Hix

Drawn for BROADCASTING by Sid Hix

"May I borrow some butter, just enough to do a pen commercial?"

It is not for us to tell our good neighbors what to do, but there does exist a community of interest that transcends usual limits, since so much of the Canadian programming product originates in the United States. The CBC divorce is a most encouraging initial move, just as was the creation of the commercial ITA in Britain.

But there can be no full-scale, free, competitive enterprise in broadcasting in Canada—or anywhere else—until the state itself gets out of the business of broadcasting.

Little Drops of Water

BROADCASTERS and set manufacturers can look to the harried movie industry for a neat lesson on legislative liaison. Congress has approved elimination of the 10% tax on movie admissions to and including the first $1 of the admission price. This in the face of stalwart administration opposition to any reduction in excise taxes. The tax originally was 20%.

Meanwhile, the efforts of broadcasters and manufacturers alike proved futile in convincing Congress that removing the 10% excise tax on all-channel tv receivers would help the suffering uhf operators and stem the mortality tide. Removal of this tax on all-band sets would about equalize the price of taxed vhf-only sets and would encourage manufacturers to make all-band sets.

Why did the broadcaster-manufacturer effort fail and the movie campaign succeed? The movie people never stopped in their campaigning, whereas the broadcaster-manufacturer pitches were sporadic. The movie people worked incessantly with both Senate and House tax committeemen on the theme that elimination of the tax was essential to the survival of many movie houses. The job was coordinated through the Council of Motion Picture Organizations (COMPO). The campaign began in 1952. In 1954, after a presidential veto the preceding year, they succeeded in cutting the then 20% tax in half, with tariffs up to 50 cents exempted. The savings of these cumulative tax cuts are estimated at $200 million yearly.

Is the plight of the uhf broadcaster less severe than that of the theatre owner? Some 150 uhf construction permits have been turned in and only about 90 uhfs are on the air.

Irrespective of the outcome of current deliberations over tv allocations—all necessarily long range—something must be done to alleviate the uhf problem. The tax equalizer is the soundest plan offered. It has been pursued for some three years. The all-out effort must be made at the next session. The movie theatre success certainly shows it can be done if resourcefulness and tact—and mostly constant pressure—are used.

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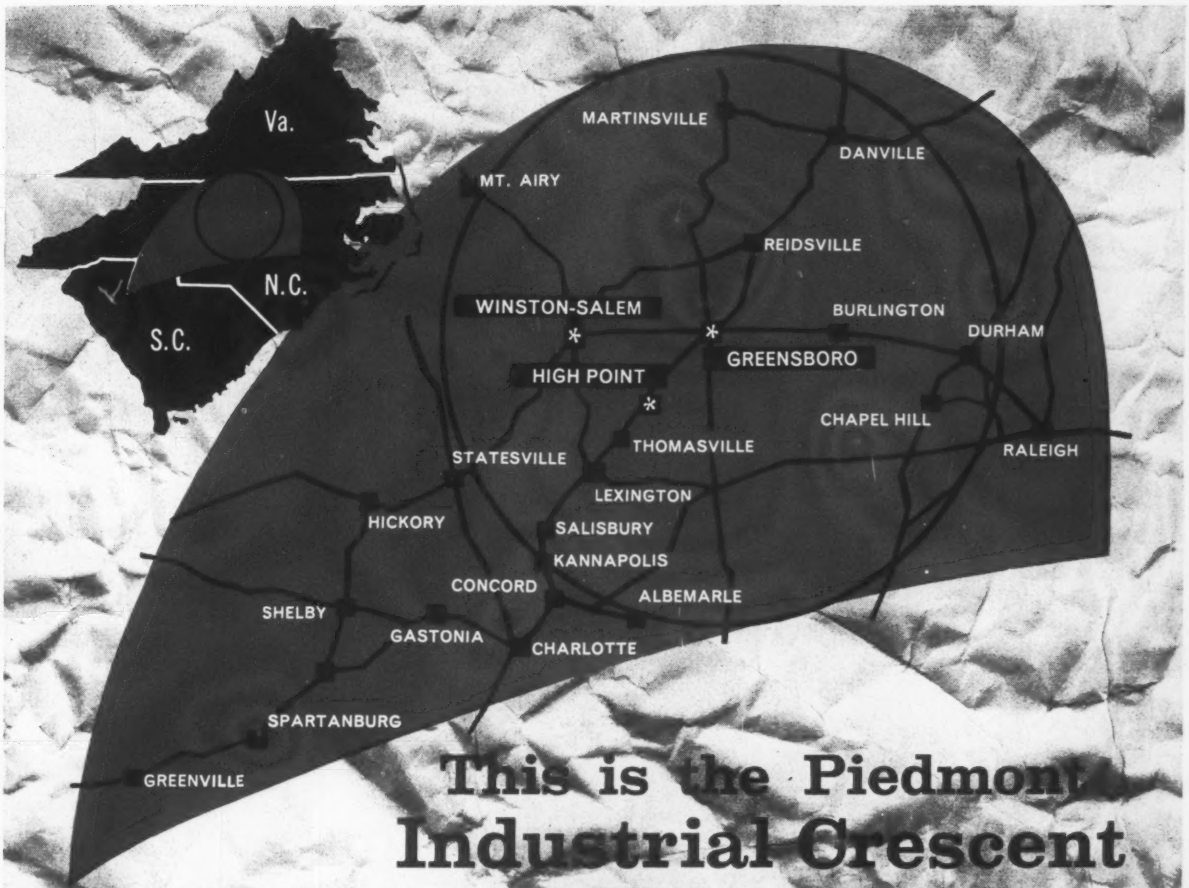
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This is the Piedmont Industrial Crescent

Vast New Urban Complex

(defined by the Ford Foundation)

dominated by wfmy-tv

Just what is this area . . . this Piedmont Industrial Crescent? Defined by the Ford Foundation, it is a vast "area laboratory," stretching across North Carolina's fertile Industrial Piedmont. It is more, too. It is a bustling, urban complex engaged in unsurpassed growth patterns of manufacturing, distribution and marketing. Strategically centered at the hub of this massive urban market is WFMY-TV, the most powerful selling influence, by far.

North Carolina's INTERURBIA*

At the very axis of the CRESCENT lies INTERURBIA . . . the largest metropolitan market in the two Carolinas. INTERURBIA plus the Piedmont CRESCENT where more than two million people are sold by WFMY-TV.

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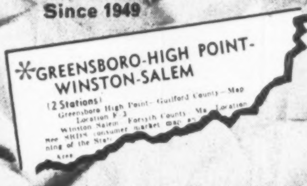
CBS TELEVISION NETWORK

Since 1949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